

FORMERLY THE SPICE MILL

# COFFEE & TEA INDUSTRIES

*and The Flavor Field*

80th YEAR

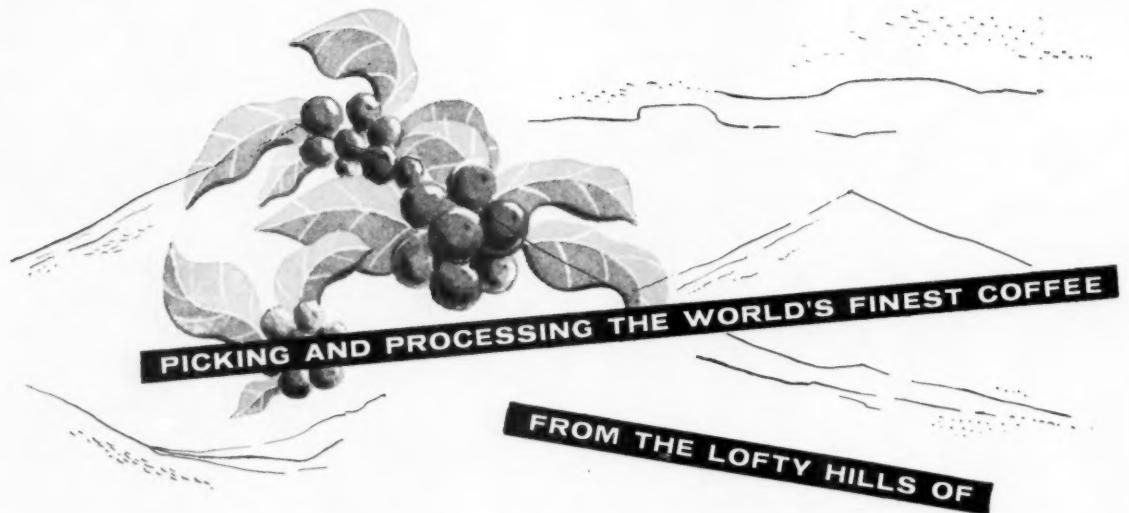
NOVEMBER, 1957

C. E. BICKFORD & CO.  
COFFEE BROKERS  
AND AGENTS

*Since 1886*

NEW YORK  
120 Wall Street

NEW ORLEANS  
427 Gravier St.

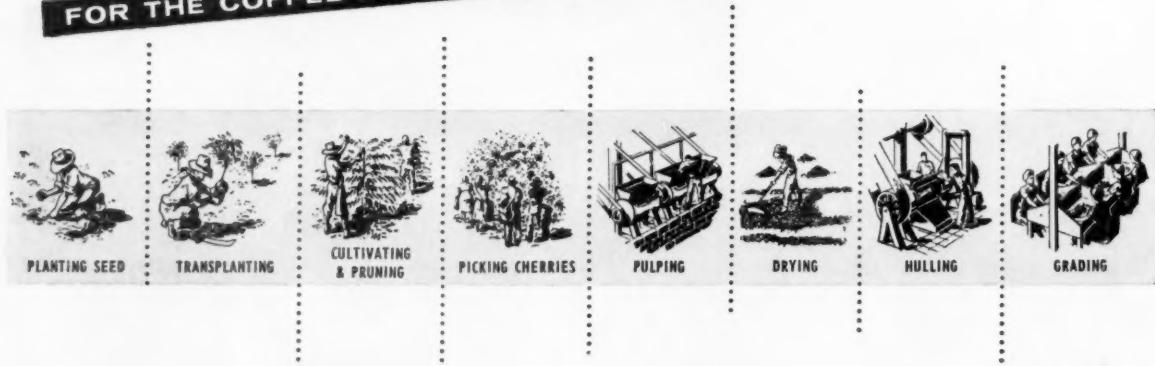


PICKING AND PROCESSING THE WORLD'S FINEST COFFEE

FROM THE LOFTY HILLS OF

# COLOMBIA

FOR THE COFFEE PLEASURE OF AMERICA



NATIONAL FEDERATION OF  
COFFEE GROWERS OF COLOMBIA

120 Wall Street • New York 5, N. Y.

Member of Pan American Coffee Bureau

IN THIS SHELF IS YOUR AIM...



## use an coffee bag . . .

### ... DESIGNED

by Arkell & Smiths packaging engineers to meet today's competitive requirements.

### ... PRINTED

on A & S's own printing presses, using A & S plates to reproduce the eye-catching artwork created by the talented staff of the Arkell & Smiths Art Department.

### ... MANUFACTURED

at one of our three modern, strategically located coffee bag plants, using precision bag-making equipment to produce superior coffee bags to fit your specific production requirements.

Send us one of your present coffee bags . . . A & S's sales conscious package engineers and artists will be pleased to suggest how you can improve your coffee bag—and your sales, too.



### for INSTANT coffee use-proven ARKEOIL bags

8 oz. and 1 lb. units made-to-order  
only, for Restaurants, Institutional,  
Vending and Inplant feeding opera-  
tions. Protects thoroughly against  
flavor loss—moisture gain. Samples  
and prices promptly supplied.

FOR ADDITIONAL INFORMATION, WRITE TO  
ARKELL & SMITHS, PACKAGING DIVISION,  
CANAJOHARIE, NEW YORK



## ARKELL AND SMITHS

Executive Offices: 500 Fifth Ave., New York 36

Manufacturing Plants at:

Canajoharie, N. Y. • Wellsburg, W. Va.

Mobile, Ala. • Hudson Falls, N. Y.

"The Oldest Name in Paper Bags"

# NOW MORE THAN EVER IS THE TIME TO SAVE

WITH  
**PORTUGUESE  
WEST  
AFRICANS**      **ANGOLA  
CABO VERDE •  
S.TOMÉ•TIMOR**



THEY ARE SWEET AND THEY WILL BRING DOWN THE COST OF YOUR BLENDS

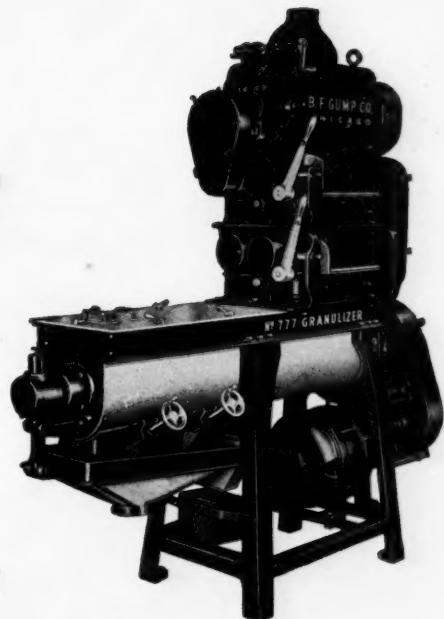
# JUNTA<sup>DE</sup>·EXPORTAÇÃO·CAFÉ

HEAD OFFICE: RUA AUGUSTA - 27 - LISBON - PORTUGAL

Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions \$4.00 a year, 50 cents per copy. Nov. 1957 Vol. 80 No. 11. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

# CLEAN-CUT UNIFORM GRINDS

*in an unlimited range of sizes*



## STYLE "E" GUMP COFFEE GRANULIZERS

Grinds from Gump Coffee Granulators have the consistent uniformity, the clean-cut appearance—the aroma and flavor—that help build coffee sales. And, Style "E" models make it possible to produce those finest quality grinds in a nearly infinite number of sizes. A new micrometer type of grind set adjustment gives you ultra-minute control of granulation size.

Grinds are cooler, too. With a Style "E" model, there is even less temperature rise due to the grinding operation than with previous Gump Granulator models. Other Style "E" features that you will like include the sectional grinding head, and simplified inspection, cleaning and maintenance.

Profit from easier-to-sell, clean-cut, consistently uniform grinds, produced at lower cost per pound, by choosing Style "E" Gump Coffee Granulators for any new grinding equipment need. For details on the model that meets your requirements, tell us the capacity and range of grinds you want to produce.

### Make the next Exchange Head a change to Style "E"



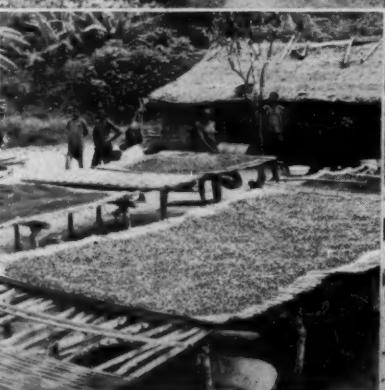
Style "E" sectional heads are available in the Gump Exchange Head Plan. With a Style "E" Head you can modernize your earlier model Gump Coffee Granulator to the equivalent of a new machine, at a reasonable charge. Write for details and quotation before placing your next Exchange Head order.



**B. F. GUMP Co.** 1312 S. Cicero Avenue, Chicago 50, Illinois

Engineers and Manufacturers Since 1872

GUMP RAY-NOX COFFEE ROASTERS • GUMP COFFEE GRANULIZERS • IDEAL GREEN COFFEE CLEANERS  
BAR-NUN "AUTO-CHECK" NET WEIGHERS • BAR-NUN BAG FEEDERS, OPENERS AND WEIGHERS  
DRAVER COFFEE BLENDING SYSTEMS • ELEVATORS AND CONVEYORS • EDTBAUER-DUPLEX NET WEIGHERS



Top photo shows a view of the modern city of Abidjan, the main port of Ivory Coast. The second photo illustrates a typical coffee tree nursery in the interior. The third photo pictures the spraying of coffee trees with up-to-date equipment. On the lower left is shown a native type drying bed, although the more modern method of drying on concrete is widely used. The center picture illustrates one of the mobile hulling units in use in Ivory Coast. On the right is shown one of the new cleaning and warehousing plants in Abidjan.

# ROBUSTA COFFEE *from* IVORY COAST

- Increasingly popular because of uniform blending quality.
- Quality assured through modern preparation.

## CHAMBER OF COMMERCE

P.O. BOX 1399, ABIDJAN

IVORY COAST, FRENCH W. AFRICA

United States Representative  
French Overseas Territories Division  
Commercial Counselor to the French Embassy  
610 Fifth Avenue, N. Y. 20, N. Y.  
CI 5-7974

# ONE OPERATOR

Can Handle Your  
Institutional-Size  
Coffee Packaging Needs



**SHE:** makes, fills, seals and case packs  
the coffee bags.



**YOU:** Pocket \$40 to \$80 savings per day  
—with TRIANGLE ELEC-TRI-FLEX

**ALL:** at a machine investment of only  
\$2.25 per day!

If you package institutional-size coffee bags here's the way to save on packaging materials, save on labor and increase your output. For Example: Small size bags cost you about \$6 per thousand but *roll stock* runs less than \$3 per thousand bags. Why not make your own and save \$15 to \$40 per day on labor besides?

You can do it with the new Triangle machine illustrated. With it, *one operator* can make, fill and seal from 35 to 50 bags per minute, depending upon size, and the *same operator* can handle case packing the bags, as well. On most jobs this represents a savings of at least two operators—at considerable increase in output. The machine is low in cost, easy to operate and simple to change-over. It will handle up to 24,000 bags per day all automatically—yet, will return a handsome profit on as few as 3000 bags per day.

*Send for the Triangle no-cost plan calculator. Get the details on how you can own this amazing new machine for as little as \$2.25 per day. Just return the coupon.*

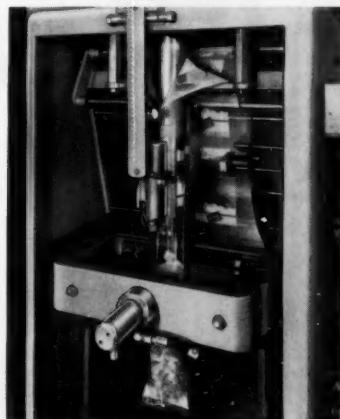


**TRIANGLE PACKAGE  
MACHINERY CO.**  
6663 W. Diversey Ave.  
Chicago 35, Illinois

NOVEMBER, 1957



The bags are formed from roll stock, filled and sealed automatically. Coffee can be measured volumetrically (as above) or net weighed, depending upon requirements. Versatile machine handles most bag sizes.



Triangle Package Machinery Co.  
6663 W. Diversey Avenue  
Chicago 35, Illinois

Please send details on the Elec-Tri-Flex for institutional-size coffee packaging.

Also, send No-Cost Plan Calculator.

Name \_\_\_\_\_  
(CLIP TO LETTERHEAD AND MAIL)

**ASK ABOUT THE SPECIAL DEFERRED PAYMENT PLAN**

**LAMOFOIL BAG**

"Flexible can" of reverse printed acetate laminated to bright foil

**FLAV-O-TAINER**

Bleached kraft bag lined with Pliofilm® for protection against oxygen

**NIFTY  
or THRIFTY**

**A PACK FOR EVERY PRICE RANGE AT CONTINENTAL**

Not only does Continental make a package for almost every kind of product, we also make a variety of packages for one product.

Take these two coffee bags, for instance. "Flexible cans" of gleaming Lamofoil make real standouts on the shelf. They are bound to sell because they attract the customers and let them know that this is a quality product. On the other

hand, Flav-o-tainer bags of printed bleached kraft look like a bargain. They'll pick up many, many impulse sales among the bargain shoppers. Both packages are tops in preserving freshness. And both have the extra sales appeal of crisp, bright Shellmar-Betner printing.

Whatever your flexible packaging needs, we can fill them at Continental. Call us today.

\*TM, THE GOODYEAR T. & R. CO.

**CONTINENTAL  CAN COMPANY**

SHELLMAR-BETNER DIVISION

QUALITY PRINTERS AND CONVERTERS OF FLEXIBLE PACKAGING MATERIALS

# YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

## 1—THE MAGIC BEAN

A colorful 16-page, cartoon-style booklet, "The Magic Bean" is being distributed to members of the trade. Illustrations graphically depict the coffee story from seed to cup and other interesting information. Back cover has room for your own imprint. National Coffee Association, 120 Wall St., New York 5, N. Y.

## 2—AUTOMATIC BAGGER

This illustrated folder describes a flat bag filling and sealing machine which is fully automatic. The filling and sealing are both done by the single machine. Glue or heat sealing can be used, or a combination of both. It is suggested especially for packaging coffee for glass coffee-makers. Ulbeco, Inc., 484 State Highway #17, Paramus, N. J.

## 3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic sugar feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerville Ave., Philadelphia 24.

## 4—SAMPLE TESTING

Sample testing equipment for coffee and tea companies is described in a four-page illustrated folder. Covered are sample roasters, testing tables, grinders, sieves, kettle outfits, cuspidors, etc. Among the illustrations is that of a typical coffee testing room. Jabez Burns & Sons, Inc., 11th Avenue at 43rd St., New York 36, N. Y.

## 5—NEW COFFEE ROASTER

An illustrated folder describes a new coffee roaster, B. F. Gump Co.'s Ray-Nox. The folder tells about the method of roasting used in the Ray-Nox Roaster, and other features of operation and construction, including recording thermometers and controls. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Ill.

**SPICE MILL PUBLISHING CO.**  
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:  
 1    2    3    4    5

Firm Name \_\_\_\_\_

Street Address \_\_\_\_\_

City and State \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_

NOVEMBER, 1957

Formerly THE SPICE MILL



80th Year	Nov. 1957	Vol. 80, No. 11
Seven Latin American producers sign pact to regulate exports	9	Packer salesmen for "publici-tea" ..... 52 <i>Workshop session at tea convention turns up ideas</i>
Coffee Exchange opens world's most modern commodity exchange	11	Independents can help you sell more tea ..... 54
Cutting coffee vending costs ..... 14 <i>How a Rochester firm cuts overhead on fleet operation</i>		Developments in packaging ..... 61
The chemistry of coffee ..... 16 <i>Part 3 of a basic, stimulating summary by CBI's Lockhart</i>		Boom in flavor research noted ..... 63 <i>Arthur D. Little symposium brings 200 to Chicago meeting</i>
World coffee outlook for 1957-58 ..... 19 <i>USDA on exportables; 42,000,000 bags is estimate for season</i>		Trends in world pepper production ..... 65 <i>USDA reports on outlook for key spice trade crop</i>
Simple technique measures beverage coffee quality	32	<b>Departments</b>
Increased budget backs biggest hot tea drive	44	Mark my word! — by Mark Hall .... 22
Tea puts on a circus	45	Trade roast—cartoon ..... 26
Tea must meet marketing changes ..... 48 <i>Nielsen report pins down vital facts on trends</i>		Ship sailings ..... 35
Publisher, E. F. Simmons; Editor, Bernard Sachs; Advertising Manager, Ben Kingoff; Business Manager, E. Redmond; Circulation Manager, E. Patterson.		Coffee outlook ..... 42
Representatives: New Orleans — W. McKennon, 731 Dumaine St.; California — Mark M. Hall, 1215 Shattuck Ave., Berkeley, Calif.; Chicago — Harry T. Lane, 141 W. Jackson St.; Mexico City — Douglas Grahame, Apartado 269; Rio de Janeiro — A. Sampaio Filho, Rua Quitandinha 191; Santos — Tullio Catunda, Praça Mauá, 29-s/217.		Editorials ..... 43
Subscription: \$4.00 per year, U. S. A.; \$4.50, Canada; \$5.00, Foreign. Published monthly. Copyright 1957 by The Spice Mill Publishing Co., Inc., 106 Water Street, New York 5, N. Y., Whitehall 4-8733.		Packaging ..... 61
		News from key cities ..... 62-69



T. M. Reg.

**Pioneer Publication in Coffee, Tea, Spice, Flavor**

**ARE YOU**

**PAYING TOO MUCH**

**TO GET RID OF**

**CHAFF?**



*SAVE with Collectors.* Without collectors on your cooler and stoner fan outlets, chaff collects on the roof. It blows around the neighborhood. It clogs drain pipes and sewers. It creates an excessive roof load when wet. All this means a lot of trouble, takes a lot of labor to get rid of. Burns Keenan Cyclone Collectors do a most efficient job of collecting chaff, use half the power consumed by ordinary cyclones, take up half the space.



*SAVE with a Chaff Removal System.* Even with collectors, chaff removal is still a problem. You can eliminate the labor of emptying chaff cans and moving barrels to disposal point by installing a Burns suction system that connects to the discharges of all the chaff collectors and deposits the chaff in one central location.



*SAVE with a Chaff Incinerator.* Where a Burns suction system is used, it can be arranged to discharge the chaff into a specially designed chaff incinerator. This eliminates costs of getting chaff out of the plant. And if your plant is in an area where smoke control is enforced, the incinerator can be made smokeless by the addition of a smoke eliminator.

*SAVE by getting the Facts.* It will cost you nothing to compare what you are now paying to collect and dispose of chaff *vs* investment in collectors, disposal system and incinerator. Phone or write Burns today — no obligation, of course!

JABEZ **BURNS** AND SONS, INC.  
NEW YORK CHICAGO  
ENGINEERS DALLAS SAN FRANCISCO

11th AVENUE AT 43rd STREET • NEW YORK 36, N. Y.

# Mexico City pact to regulate coffee exports

## signed by 7 Latin American producers

Seven Latin American coffee producing countries agreed last month on a plan to regulate exports to consuming countries.

Announcement of the Mexico City agreement had an immediate impact. Sagging green coffee prices rose sharply. Coffee futures reacted similarly.

Principal features of the agreement are these:

Brazil reaffirms her intention, and obligates herself, to maintain unchanged her support policy for the 1957-58 crop year, which includes minimum prices and domestic coffee purchases.

In addition, the Brazilian Coffee Institute will withhold not less than 20% of crop of exportable quality during the period October, 1957, to September, 1958.

It is estimated that Brazil's total exports under this agreement during the remainder of her crop year (October, 1957-June, 1958) will not exceed 11,200,000 bags.

The mild coffee producing countries that signed the agreement undertake to export in the period November, 1957-March, 1958, not more than 80% of their production, based on an average of the corresponding five-month periods of the preceding years.

During this five-month period, world shipments from Colombia will not exceed 2,302,000 bags. Total shipments from the other five mild producing countries which are parties to the agreement will not be more than 2,070,240 bags, which will be allocated among them.

The mild coffee countries also agreed to withhold from exports and set aside as a permanent reserve during the 11-month period November, 1957-September, 1958, 10% of all coffee offered for export, and of the same quality.

The Mexico City set up a board of directors composed of one representative of each signatory country. The board is charged with interpreting and amending, as necessary, the provisions of the agreement.

Also established was an executive committee to supervise implementation of the terms of the agreement. Specifically, the executive committee will have authority to create an accounting and control system, including verification of exports of each participating country, and checking on the reserve stocks with respect to quantity and quality.

Members of the executive committee are Paulo Guzzo, of Brazil, Andres Uribe, of Colombia, and Tomas Regalado, of El Salvador, who represents the FEDECAME countries involved.

Before the end of January, 1958, representatives of all coffee-producing countries in the Western Hemisphere will meet to establish export quotas for subsequent periods.

Those who signed the agreement were: for Brazil, Paulo Guzzo, Brazilian Coffee Institute; for Colombia, Andres Uribe, National Federation of Coffee Growers; for Costa Rica, Rodolfo Peters, government of Costa Rica; for El Salvador, Tomas Regalado, government of El Salvador; for Mexico, Juan Rebollo Clement, National Agricultural Union of Coffee Growers; for Guatemala, Flavio Guillen Castanon, government of Guatemala; for Nicaragua, Horacio Gonzales Rappacioli, Coffee Growers Cooperative.

The plan was adopted to prevent economic disaster among the populations of the Latin American producing countries, Dr. Guzzo and Mr. Uribe declared in a joint statement issued in New York after the Mexico City conference.

The action took a leaf from the long-standing agricultural program in the United States to insure farm income, they pointed out.

They added that the coffee program was similar to that which the U. S. has had in effect for many years for cotton, wheat, butter and some 70 other farm commodities.

"The long-range effects of this action will be to insure a more orderly market for coffee which would benefit both producers and consumers", Dr. Guzzo and Mr. Uribe declared.

Coupled with the crop reserve program will be expanded promotion program to increase coffee-drinking throughout the world, they indicated.

The Mexico City meeting called for the speedy creation of an International Coffee Organization which would undertake a worldwide promotional campaign. To this end, it requested the government of Brazil to invite representatives of all coffee-producing countries of the world to a meeting to be held as soon as possible in Rio de Janeiro.

The Mexico City meeting also lauded Brazil's recent decision to increase its contributions for promotional purposes by 150 per cent and urged other countries to take similar action without delay.

Recent declines in coffee prices, if prolonged, would threaten the financial solvency of many Latin American countries that depend heavily on coffee exports for their livelihood, Dr. Guzzo and Mr. Uribe said.

They pointed out that this would cut deeply into the big export trade the United States carries on with the coffee-growing countries, which normally take more than 20% of all U.S. exports. Any deterioration of this commerce, which brings some \$3.1 billions annually to U.S. factories and farmers, could have a decidedly depressing effect on U.S. prosperity, they warned.

"Latin America firmly believes in 'trade not aid' in our

(Continued on page 23)

# What Ruffner Service Means To You

## COUNTRYWIDE COVERAGE

Offices in the major distributing centers of the United States.

## 62 YEARS EXPERIENCE

A background of 62 years experience as coffee brokers and agents in meeting the needs of green coffee buyers.

## DEPENDABLE SHIPERS

Over the years, we have enjoyed the representation of the most reliable shippers.

## CONSCIENTIOUS SERVICE

Our coast-to-coast organization offers coffee roasters a complete and conscientious service.

**Ruffner, McDowell & Burch, Inc.**  
**Coffee Brokers and Agents**

Established 1896

**NEW YORK: 98 Front Street**

**SAN FRANCISCO: 214 Front Street**

**CHICAGO: 408 W. Grand Ave.**

**NEW ORLEANS: 419 Gravier St.**

# New York Coffee & Sugar Exchange opens world's most modern commodity exchange

The New York Coffee & Sugar Exchange is doing business in its new quarters—the world's most modern commodity exchange, with its design completely integrated for the purpose.

Trading in the new quarters, at 79 Pine Street, New York City, began Monday, October 28th, at 10:30 a.m., after a brief ceremony attended by heads of other commodity exchanges and representatives of the coffee and sugar trades.

President Leon Israel, Jr., handed the gavel to caller David Pollack who proceeded with the opening call.

The exchange made the move over a weekend from the building it owned at 113 Pearl Street for over 62 years.

The first quarters of the Exchange were temporary rooms at 135 Pearl Street. That's where it opened more than 75 years ago, on March 7th, 1882. (See: "75 years of futures," COFFEE & TEA INDUSTRIES, March, 1957.)

The Exchange now has 344 members representing all segments of the coffee and sugar industries in the United States and in 21 foreign countries.

The new Exchange facilities occupy approximately 10,000 square feet on the mezzanine, second and third floors of the new 12-story structure located at Pine and Water Streets. Trading floor innovations include a curved, sound-swallowing ceiling and a system for instantaneous posting of quotations.

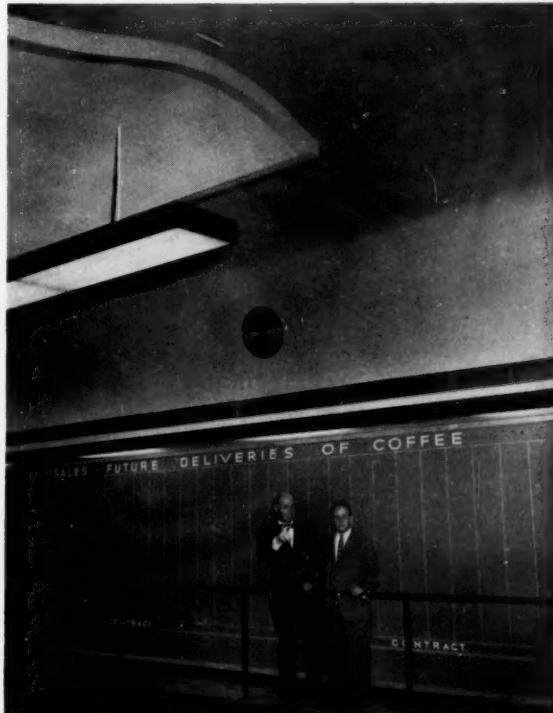
The new exchange was designed by Edwin Harris, Jr., New York architect and chief designer for Abbott Merkt & Co., who recently completed R. H. Macy's multi-million dollar shopping center in Paramus, N. J.

"The new Exchange facilities comprise the most efficient and highly functional commodity exchange in the world," Mr. Israel stated. "To make this possible, Mr. Harris traveled to various parts of the country and studied the best features of the commodity exchanges now in operation. Through this research and the architect's complete understanding of our intricate operational problems, this new building houses the first completely integrated design for a commodity exchange."

Among the unusual architectural features is the acoustically curved, dropped ceiling which runs almost the entire length of the trading floor. According to Mr. Israel, the wavy plaster design is effective in absorbing airborne noise and in reducing reverberations and feedback at the height of trading. The same curved treatment is also used in the walls of the board of manager's conference room.

The trading floor area totals 3,000 square feet.

Recognizing that a few seconds to a few minutes are invaluable to traders in the posting of quotations and transactions, the Exchange has installed a high-speed intercommunications system that makes it possible for postings to be transmitted instantaneously to the caller and broadcast to the trading board attendants at once. This is accomplished through pneumatic tubes, built into each of the two trading



Leon Israel, Jr., Exchange president points out features of trading floor to Charles Lowry, vice-president of the Exchange. In the background is the new trading board. A partial view of the acoustical ceiling is seen at the top left.

ring rails, which whisk the written quotations into the caller's stations.

The caller immediately transmits the message by P. A. system to the corresponding listing area, attended by clerks. Traders check the posted transaction from their places around the trading rings, and continue their trading based on the official recording of the transaction.

The Exchange's outside phone system is of critical importance since during each trading session the traders rush from the rings to their private phone booths to check customer reactions and get directions for future trading. Accordingly, the phone booths have been arranged on all four sides of the trading floor. The booths, especially designed by Mr. Harris, are equipped with acoustical metal panels for sound reduction and privacy, light signals for incoming calls and three shelves and a tack board for postings.

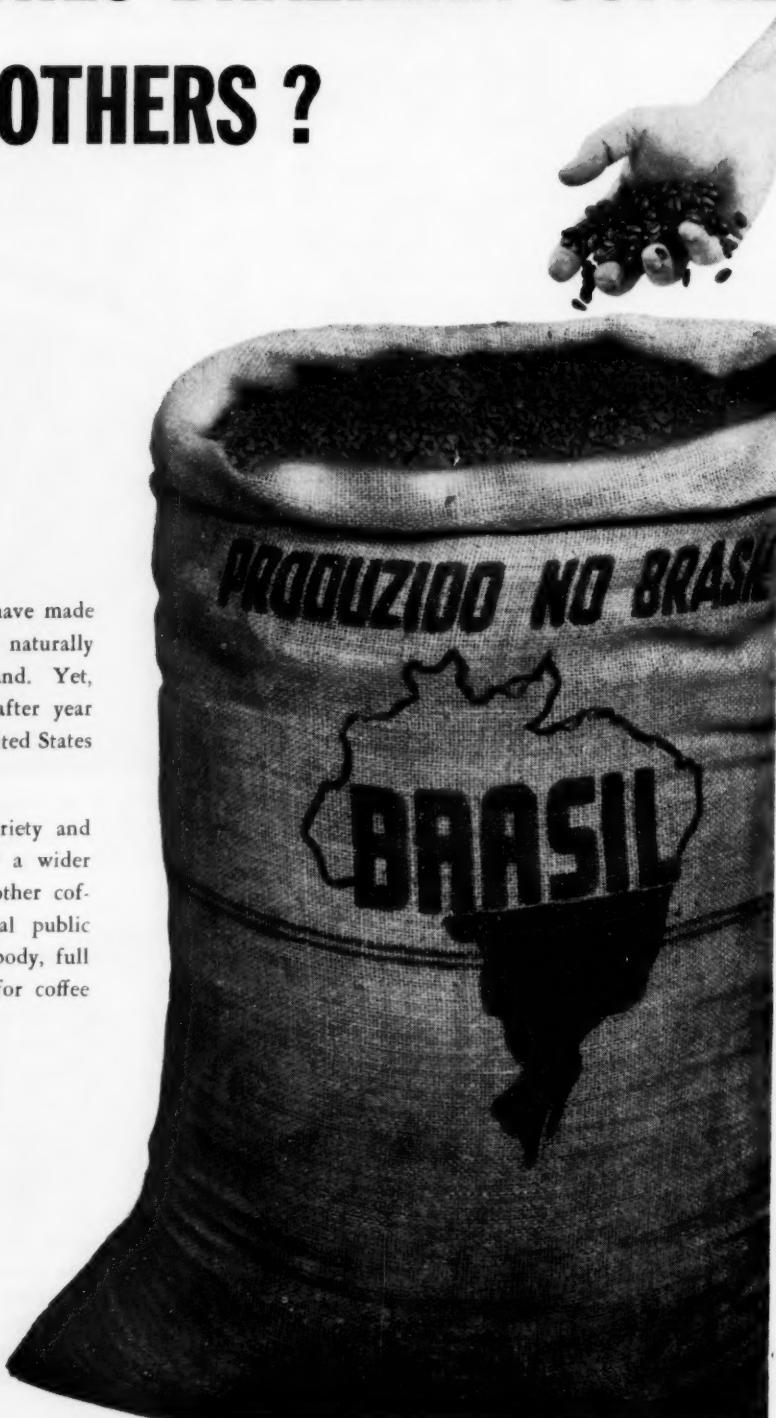
(Continued on page 18)

# WHAT DISTINGUISHES BRAZILIAN COFFEE FROM ALL OTHERS ?

BRAZILS  
ARE  
PREFERRED

The millions of U. S. citizens who have made coffee the nation's favorite beverage naturally do not all like the same blend or brand. Yet, one country, Brazil, continues year after year to export more of its coffee to the United States than any other country.

A basic reason is the unequalled variety and quality of the Brazils. They satisfy a wider range of consumer tastes than any other coffee. Coffee experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U. S. taste for coffee has been built on Brazils.





BRAZILS  
ARE  
PREFERRED

THE BRAZILIAN COFFEE INSTITUTE

NOVEMBER, 1957

120 WALL STREET, NEW YORK 5, N. Y.

# cutting coffee vending costs

By ROBERT DYMENT

Fred Sarkis, President of K.O.R., Inc., of Rochester, N. Y., head of an organization that supplies coffee to their various coffee dispensers located at different companies in the greater Rochester area, have found a means of reducing overhead costs on the K.O.R. fleet of two panel trucks and 16 especially equipped station wagons used for delivery and sales purposes. Each day, K.O.R., Inc., serves more than 25,000 cups of coffee in this area.

Each service-salesman owns his own vehicle and receives a monthly rental from the company. This eliminates a parking problem around the plant, a storage problem for vehicles and most important, it assures a clean and smooth performing vehicle, since each man has a personal interest at stake.

Employees, executives and visitors at some of Rochester's most distinguished companies are being served coffee by this organization. Eastman Kodak, Wallensak Optical Co., Fasco Industries and the Rochester Telephone Co., are but a few of the locations.

Fred Sarkis, the 30-year-old president of this coffee dispensing company, said, "When I first started operations, eight years ago, we had only five vehicles owned completely by the organization.

"When not in use, these vehicles would have to be parked near our headquarters, taking up valuable space. As more vehicles were added to the fleet, the parking problem became acute. Maintenance costs were high. When service-salesmen knew that the trucks and station wagons belonged solely to the company, the proper care and attention wasn't given to them. Even though the men were careful with the vehicles, they weren't as particular as if they were their own.

"A rental system was devised, whereby each combination service-salesman who delivers coffee to the dispensers and makes sales calls purchases his own vehicle. We then pay them a monthly rental for the use of their vehicle, which includes the gas, oil, etc., while they are in company use."

This has eliminated a storage problem, since the men take the vehicles home with them at night, parking on their own property. K.O.R., Inc., has now done away with a heavy garage storage bill. There is no parking problem around the plant, since the service-salesmen who are finished with their calls and deliveries before the others complete theirs can check-in and leave for their home. Previously they would have to park the truck or station wagon in front of the office before leaving, taking up valuable space.

Vehicles are lasting twice as long under individual ownership. The men take a more personal interest in the vehicles. The appearance of the fleet has improved.

"The only stipulation we have is that the vehicles must



Fred Sarkis, of K.O.R., Inc., giving a cup of coffee to a customer. The firm had a daily volume of 25,000 cups of coffee in Rochester.

be the same model or as close to the same style and color as possible," Mr. Sarkis said. "A sign on top of the trucks, revealing the name of the company, is removable. It is left on during working hours, but can be removed before the employee leaves for home."

By allowing service-salesmen to own their own vehicles, K.O.R., Inc., has reduced a sizeable portion of their operating costs. Results of this program are as follows:

1. Garage rent has been eliminated.
2. Upkeep of the vehicles has disappeared, such as washing, greasing, mechanical repairs, etc.
3. More parking space around the headquarters is now available.
4. Vehicles last longer under the rental system.
5. The appearance of the fleet has improved under the individual ownership plan.

## Vertical coffee break

A helicopter landed unexpectedly in the middle of an East Alton, Ill., shopping center recently and out stepped Lt. J. H. Kahler. The pilot simply walked into a luncheonette and ordered a cup of coffee.

Lt. Kahler said he'd been bucking bad weather, so he decided it was time for a coffee break.



## Coffee gets a break, too

A good cup of coffee can give busy people new drive . . . but *nothing can be done* for coffee that has lost its freshness. That's why Canco engineers invented the vacuum can in the first place—to protect the good coffee you roast right up to the time consumers enjoy it.

Today, no coffee container in the world can offer you better flavor protection than the vacuum pack can, originated by Canco.



*American Can Company* New York • Chicago • San Francisco

# the chemistry of coffee

By DR. ERNEST E. LOCKHART, Scientific Director  
Coffee Brewing Institute, Inc.

*This article is the most complete summary on the subject to appear in many years. It is, moreover, not only comprehensive, but up-to-date. It even indicates things about the chemistry of coffee which we don't know yet, not until they are determined by research.*

*The article summarizes the chemistry of coffee in three main areas—green coffee, roasting and the beverage.*

*Dr. Lockhart's paper was presented at a symposium, "Chemistry of Natural Food Flavors", sponsored by the National Research Council of the National Academy of Sciences for the Quartermaster Food and Container Institute for the Armed Forces and the Pioneering Research Division, Quartermaster Research and Engineering Center.*

## Part 3

### Coffee beverage

Just as green coffee is raw material for the roasting process, roasted coffee is raw material for beverage preparation. The making of beverage is a simple extraction procedure, but it requires just as much strict adherence to formulation and technique as does the preparation of any other food for table use. Because coffee beverage is acceptable over a wider range of quality variation, less attention has been given to its preparation by the consumer than to that of other foods. Manufacturers also have expended less effort in developing information about the end use of their product than about the product itself. Fundamental facts about the beverage are only rarely encountered in the literature and usually are totally unrelated to common preparative practice.

The factors involved in beverage preparation are these: particle size distribution of ground coffee, ratio of coffee to water, water composition, water temperature, time of contact between grounds and water, metal contamination and type of equipment.

Roasted coffee beans are ground to permit rapid absorption of water and rapid extraction of the soluble components that comprise flavor. Particle size distribution has been studied with the result that certain arbitrary limits have been established for grinds popularly called regular, drip and fine. An analytical description of these grinds has been published (41), but at the present time it serves only as a manufacturing guide and a basis for military specification. There

is no information concerning the uniformity of grinds designated by the terms mentioned nor by other terms in common use as extra fine, all-purpose, urn or Silex. However, because absorption of water and extraction take place at a rate which is inversely proportional to particle size, a greater knowledge of grinds must be acquired in order that the mechanical and physical features of brewing equipment be utilized to best advantage. Ideally, particle size should be held within very narrow limits and custom fitted to equipment specifically designed to provide optimum extraction.

Almost all of the information available on the brewing process and the factors involved is contained in the Prescott report (28). He and his coworkers concluded that very hard or very alkaline waters exert an unfavorable influence on the character of beverage coffee. Ordinary soft waters or waters of low hardness yield the best beverage. Others (16) have shown that the concentrations of impurities in most municipal water supplies are not great enough to be perceptible in the beverage. However, they may be great enough to affect quality by altering the extraction process. Prescott states that the time of infusion, that is, the time of contact between the grounds and water, should be brief. Work now in progress shows that the time of infusion may be affected markedly by the chemical composition of water. This is shown in Figure 7. Synthetic waters of simple but known composition percolate through a standard bed of coffee at different rates. Any alteration of the chemical composition that increases the concentration of sodium carbonate or bicarbonate tends to increase the percolation or infusion time. Zeolite softener treatment of hard

(Continued on page 30)

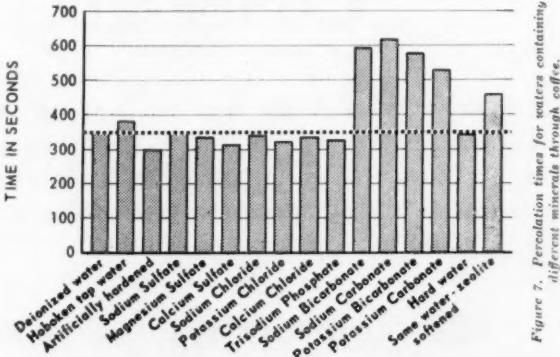
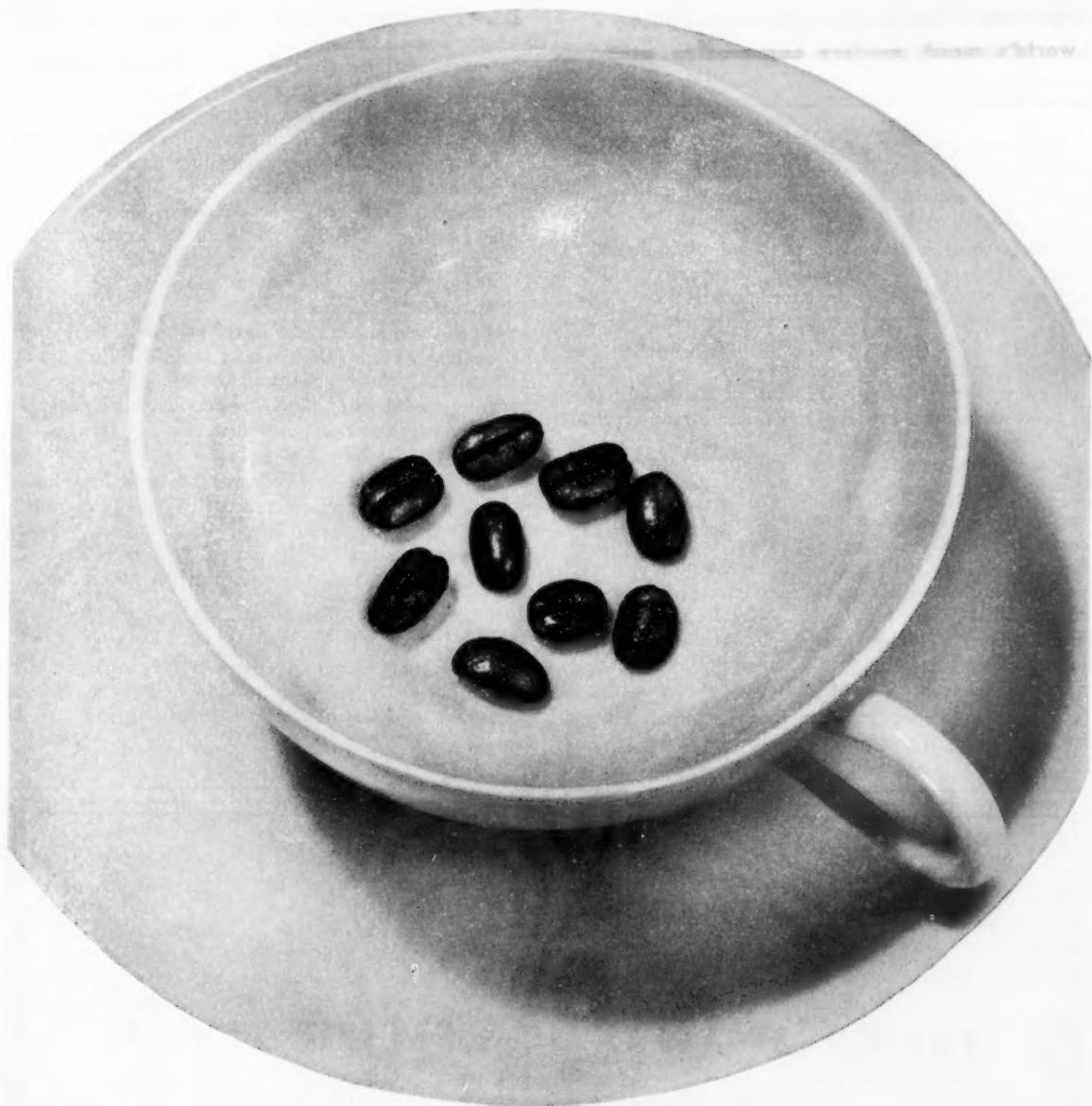


Figure 7. Percolation times for waters containing different minerals through coffee.



## *- what happened to the nine beans?*

50 cups was the national extraction average per pound of coffee in the early 1950's. By this year, 1957, it has climbed to nearly 64 cups a pound! What happened to the nine extra beans you used to sell for every cup of coffee consumed in the U. S. A.?

**PAN-AMERICAN COFFEE BUREAU** • 120 Wall Street, New York 5, N.Y.

**New York Coffee & Sugar Exchange opens  
world's most modern commodity exchange**  
*(Continued from page 11)*

Mr. Israel pointed out that electronic trading boards were considered, but were turned down because they would restrict the amount of information that could be posted.

The new boards are attended by clerks who write in information about current transactions and past sales. The boards are magnetic (to hold chalk and erasers) and can be seen from both rings, the entire trading floor, gallery, and the catwalk which extends under the boards around three sides of the trading floor. The catwalk handrail is of light steel construction, to serve as a railing and still permit full vision of the trading boards, part of which are looked at below the railing height. There is continuous top lighting around the boards, and provision is made for foot lighting if needed.

Colors were carefully selected from the standpoint of restfulness and, at the same time, a strong desire to get away from the drab look usually associated with similar operations. For example, in the trading room, floors are coffee brown, draperies are off-white and the grey telephone booths are separated by Chinese red dividers. Other accent-colors are brilliant blues and blue-green shades, which are featured in the general offices and in the lounge and lunch room, in contrast to the natural mahogany and walnut walls.

Adjacent to the new space are offices for the Clearing Association, an organization separate from the Exchange which

handles all contracts made in a way similar to a clearing house for banks.

In design and general layout, the Exchange management has provided ample room for expansion. Space has been left for a future trading ring for an additional commodity. Other pertinent features include tenant-regulated air conditioning by Carrier, fluorescent lighting throughout, Kentile flooring, and Acousti-Celotex ceilings.

The New York Coffee Exchange, one of the oldest commodity exchanges in the United States, was incorporated on December 7th, 1881, and first opened its doors for business on March 7th, 1882. During World War I, the sugar futures market in London and Hamburg, upon which the world had come to rely, were forced to close and the sugar trade suddenly found itself without facilities. Recognizing the need for such a stabilizing influence, the Coffee Exchange expanded its facilities to include trading in sugar futures. On October 1st, 1916, it officially took on its present name, the New York Coffee & Sugar Exchange.

Administration of the Exchange is vested in a Board of Managers working primarily through some 20 committees. Current officers are Leon Israel, Jr., president; Charles Lowry, vice president; G. W. Knauth, treasurer; Frank E. Hodson, secretary, and A. D. Corbett, executive secretary.

**"Slogans we like" department**

"The final impression of quality service is made with the right cup of coffee."

Headline in restaurant magazine advertising for Chase & Sanborn Coffee.



**THE GREAT ATLANTIC & PACIFIC TEA CO.**

**IMPORTERS, ROASTERS, RETAILERS  
OF FINE COFFEE**

Represented in

**BRAZIL AND COLOMBIA**

by the

**AMERICAN COFFEE CORPORATION**

# world coffee outlook for 1957-58

## USDA sees 42 million bag crop

World exportable production for the 1957-58 marketing season is now estimated at 42,000,000 bags, according to a report by the Foreign Agricultural Service of the U. S. Department of Agriculture.

*[This estimate is on production available for export, apart from crop withholdings which might be put into effect by the seven Latin American coffee producing countries which signed the Mexico City agreement last month. See the article on that agreement on page 9, this issue.—Ed.]*

The 42,000,000-bag figure is 6,500,000 bags above the 35,500,000 bags now estimated for 1956-57.

The increase for Brazil is figured at 6,200,000 bags.

Exports during the first half of 1957 from Africa and Asia increased 50% over the same period in 1956, while Brazil's exports decreased 23% and Colombia's decreased 32%.

Coffee production in Latin America is expected to be as high, or perhaps slightly higher, for 1957-58 than for 1956-57, despite the fact that 1957-58 is the off-year in the production cycle.

The 1956-57 exportable production in Brazil was only about 11,800,000 bags, whereas 18,000,000 bags are expected for 1957-58.

Heavy rains in the major coffee producing areas of Brazil have impeded truck movement, harvesting and marketing, so that the coffee was slowed down in coming to market.

Technical improvements in coffee production and handling are receiving increased attention, and a high proportion of new plantings are of the yearly maturing, high yielding varieties. Therefore, the 18,000,000 bag estimate for exportables could very likely be exceeded for 1957-58.

Mechanical drying is replacing the system of spreading the coffee on a large bricked or concreted area for sun and air drying.

The severe frosts of 1953 and 1955 in Parana have stimulated the increased adoption of anti-frost equipment in that state.

Indications are that coffee is being more intensely planted in the Zona Bragantina. Observers say that some economic production can be expected from this area by 1959.

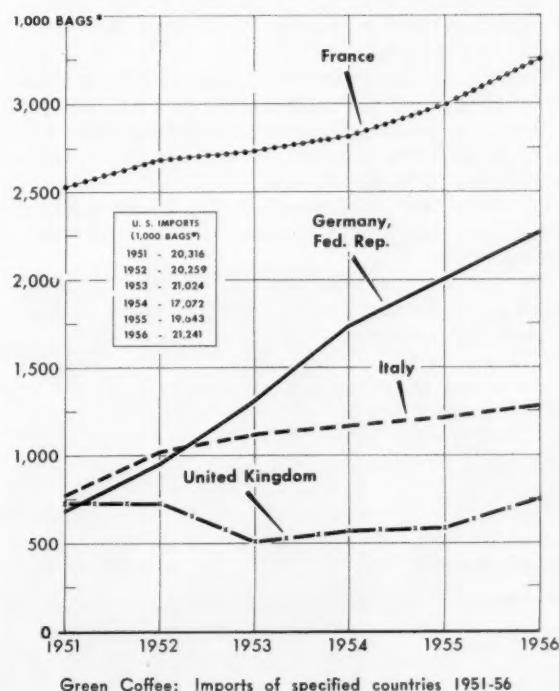
Both total and exportable production in Colombia are expected to be slightly lower in 1957-58 than in 1956-57.

Although many of the coffee trees in Colombia are becoming older and producing less, the new plantations coming into bearing should just about offset this.

Consumption within Colombia is expected to remain at approximately 800,000 bags.

The Oficina del Café of Costa Rica is most optimistic over crop prospects for the 1957-58 season. The coffee trees are said to be loaded with fruit as never before, and new trees are coming into production.

The estimate of total coffee production for Guatemala



Green Coffee: Imports of specified countries 1951-56

has been raised for both 1956-57 and 1957-58 to include a small amount of low grade coffee (domestically consumed) which is not officially recorded.

Generally, weather conditions have been favorable this year, although dry weather immediately following flowering has had some adverse effect in scattered sections. There is some increase, however, in the number of trees coming into production, and there has been improvement in production methods, including fertilization.

It is believed that Guatemalan coffee production can be materially increased over the next few years on the same, or a smaller, area, if cultural practices continue to improve.

El Salvador's coffee area had little rain in June and a sub-normal quantity in the first half of July. It was reported that heavy rains and strong winds caused considerable damage to the coffee crop. Later reports have minimized damage from this cause, yet forecast a reduction from 1956-57's bumper crop, due to (1) dry weather in the early 1957-58 season, and (2) the "off-year" in the production cycle.

Haiti is expecting recovery in the 1957-58 season from the 1956-57 season, which was the poorest of record.

Mexican production is expected to be lower in 1957-58 because of the "off-year" in the production cycle.

The coffee producers cooperative of Nicaragua estimates that 6,000,000 trees have been planted since 1953, and

expects that some of these will be bearing for the 1957-58 crop. Therefore, some increase in production is estimated for 1957-58.

Puerto Rico's exportable crop is expected to be substantially increased this coming season, compared to 1956-57.

Ecuador's production of coffee is expected to increase substantially in 1957-58, as new plantings come into production.

Research work is being done by the International Research Administration to determine the most economical methods of processing coffee in Ecuador. It is hoped that quality can be verified by cup testing.

Total African coffee production is now triple the five-year prewar average, and double the first five postwar years.

Total coffee production in Africa for 1957-58 is now estimated at 9,100,000 bags, while exportable production is now estimated at 8,600,000 bags.

Last year's total production (1956-57) is now estimated at 8,600,000 bags, with an exportable production of 8,300,000 bags.

The largest increases for 1957-58 over 1956-57 are expected for the Belgian Congo and Ethiopia. Some increases in production are expected in 1957-58 for Kenya, Uganda and Tanganyika.

The acreage of both Arabica and Robusta in Uganda increased by about 10% in 1956 over 1955. Total African cultivation of coffee in Uganda in 1956 was about 355,000 acres, while non-African acreage amounted to about 24,000 acres.

Madagascar's 1957-58 exportable production is estimated at 800,000 bags. Further expansion of coffee acreage is possible, but will depend on the willingness of the natives

to develop greater acreage.

Present production of native coffee in Madagascar is from plantings made around each village. There is no attempt to follow a definite pattern by laying out the area and planting the trees in rows.

The task of reviving Madagascar coffee plantations has been taken up by the Coffee Maintenance Fund, a body set up in October 1953.

New plantings are coming into bearing in French Equatorial Africa. About 6,000 hectares of new plantations were started in 1955-56 in Gabon, the Moyen-Congo, and the Oubangui-Chari.

Considerable increases in coffee production in French Equatorial Africa are expected by 1960, and quality is also said to be improving.

#### Coffee output in Asia

Coffee production in Asia for 1957-58 is expected to be very near the level now estimated for 1956-57. However, production in India and Indonesia should increase somewhat over the next few years.

Production of both Arabica and Robusta in India is now approximately double the first postwar years.

A recently proposed plan by the Indian Coffee Board would double present production in the next 15 years. The Board has organized and expanded experiment stations in an effort to lower production costs. The stations offer the growers selected plants and seeds and advise them on latest production methods.

Indonesian production is trending upward, but is still substantially below the five-year prewar average.

## LEONIDAS LARA & SONS INC.

99 WALL STREET



NEW YORK 5, N.Y.



Telephone: Digby 4-8777

Cable: NYLORENA

Teletype: NY 1-3368

*Fine Colombian Coffees*

## Marketing

advertising . . . merchandising . . . promotion

### PACB campaign to promote year-end highway safety campaign with coffee theme

The Pan-American Coffee Bureau will again take the lead in sponsoring a year-end highway safety campaign which the coffee industry has promoted for the past nine years, Vito Sa, PACB president, has announced.

"The campaign has been developed with the help of leading safety authorities," Mr. Sa said. "It is aimed at helping reduce the tragic number of highway deaths occurring during the Christmas-New Year holidays by combatting a major contributing factor: driver fatigue.

"Safety experts have found that the month of December, particularly the holiday week, is the most dangerous period of the year for traveling on the highways."

Planned around the slogan, "Stay Alert, Stay Alive, Make It Coffee When You Drive," the program will be supported by local and national safety groups, such as The Fraternal Order of Police and the American Association of Motor Vehicle Administrators. In addition, nationwide support of the campaign will come from the coffee trade and allied industries.

The slogan, which was successfully introduced last year, embodies the basic premise of all PACB safety programs. That is, that the alerting qualities of coffee, as shown by medical studies, help to offset driver fatigue.

A feature of this year's campaign will be an animated television film spot designed primarily for public service showings by stations throughout the country. It is being produced by the award-winning film studios of UPA in both 60-second and 20-second lengths. In conveying the safety message, the film relates man's problems with traffic accidents from horse-riding days to the present.

Prints are available to coffee companies and others, for local sponsorship, at \$2.00 for the 20-second version and \$3.00 for the 60-second spot.

To generate added support for the program, PACB this year is offering 100 bumper strips free to all members of the coffee trade who ask for them. Distribution of bumper strips, printed in two colors and carrying the campaign slogan, is also planned through safety and police groups. Additional strips will be available at \$1.75 per hundred.

"It is the hope of the coffee industry, that through concerted efforts, we can help to reduce the number of highway deaths which add a tragic note to the otherwise joyous season of Christmas and New Year", Mr. Sa stated.

#### Daily coffee break builds efficiency,

#### nationally known medical educator says

Dr. Edward H. Rynearson, of the Mayo Foundation, nationally known medical educator, recently told the Post-Graduate Association of North America that employees who

slip out for coffee aren't loafing on the job, but merely seeking a bodily need.

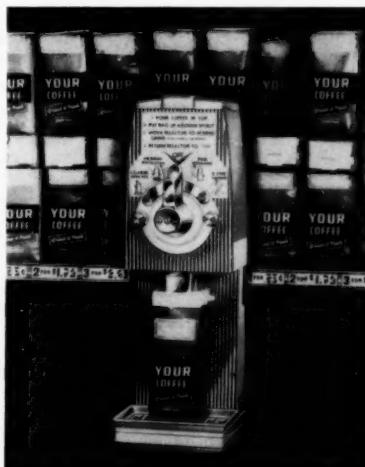
"Their nervous tension may cause them to develop a low blood sugar," he said. They need refreshments to restore their sugar to normal and regain strength."

Dr. Rynearson admitted the coffee break is often abused, but said it is a necessity to those who need it.

"Such people feel better and are more efficient with a little food in their stomachs," Dr. Rynearson reported.

Nervous tension probably acts on the body's nervous system, which regulates automatically many vital life processes, including the heart beat. In some persons, such tension may bring on a headache. In others it stimulates insulin production and the desire for food, which brings relief, through a coffee break.

However, the coffee break should be reserved for employees who really need the extra food for greater efficiency, Dr. Rynearson said, and not as a substitute for "skipped breakfasts."



The new Model 32 Space Saver Grindmaster coffee mill for food stores, clamped in place on a coffee display shelf. It takes only 7½ inches of shelf frontage.

#### Small, space-saving coffee grinding unit for stores clamps to coffee shelf

A new coffee grinding unit for stores which takes only 7½ inches of shelf frontage has been announced by the American Duplex Co., Louisville, Ky.

Called the Model 32 Space Saver Grindmaster, the unit has been designed to meet today's crying need for more display space, according to American Duplex President R. L. Schuhmann.

The Model 32 Space Saver is said to require just one-third the frontage required for an electric coffee mill.

The new unit can be clamped right on the shelf, side by side with the display of bean coffee.

Operation of the unit is so simple it invites the customer to "do it yourself", the company indicates. The grind setting is automatically destroyed after each operation.

The machine will not grind unless an empty bag is in place, but putting the bag in position does not start the mill. Moving the selector to the desired grind does this.

Each grind is clearly designated on the front of the mill by name, description and illustration of the coffee-maker to which it is suited.



120 WALL STREET  
NEW YORK, N. Y.

210 CALIFORNIA STREET  
SAN FRANCISCO, CALIF.

401 MAGAZINE STREET  
NEW ORLEANS, LA.

ANDERSON, CLAYTON & CIA., Ltda.

*Coffee Exporters*

SANTOS • PARANAGUA • RIO DE JANEIRO  
ANGRA DOS REIS • VICTORIA

J. A. MEDINA COMPANY

*Division of Anderson, Clayton & Co., Inc.*

*Coffee Importers*

NEW YORK  
MEXICO • GUATEMALA • EL SALVADOR

*Agents in U.S.A. and Canada for*  
A. ARISTIZABAL & CIA., Ltda.

*Coffee Exporters*

CALI, COLOMBIA

## "Mark my word"

By MARK HALL



The boss who tries  
to be everything

There is the boss who tries to cut everyone down to his own size, and sometimes that is midget high and just as narrow. He may be a good executive, but is inferior to everyone of his subordinates in their particular field. Instead of realizing this is a good thing, and management is a talent in itself, he has a sense of inferiority.

Not knowing how to lead his men, he periodically cracks the whip to keep them in line, so he thinks, but he is only holding them insofar as they need their jobs.

Sometimes this kind of man can't think out a problem clearly himself, writes a confused letter, and when a subordinate shows him the way, he makes a lot of noise in criticism, but uses the other man's plan without giving him credit. He thinks nobody knows what he is doing, but actually he is being given the laugh behind his back.

What makes a man that way? He fools no one.

How did he get the job as boss, or come to own the business? Because he is aggressive, has vision and personality, knows how to make a profit and get work out of men even with an unnecessary turnover. Is not that enough to satisfy the ego of man? He profits by his abilities, so why not give his men credit for theirs?

One man is a great salesman, another canny with figures, another can analyze a problem in clear concise language, another is great on detail and can put his finger on any record. Build up these boys instead of being subconsciously jealous of their particular talents.

There is glory enough for all, and the boss who is raking in some of the gravy doesn't need to worry about who is getting the credit.

"New Life", vacuum packed coffee,  
introduced by regional roaster

The Thomas Coffee Co., York, Pa., is introducing a new line of vacuum-packed coffee under the brand name of "New Life." A blend of Brazilian and Colombian coffees, it will be offered in regular and drip grinds.

A program of radio, television, newspaper and outdoor advertising will be undertaken on a regional basis.

Adams Associates, Inc., York, Pa., has been appointed advertising agency.

The Thomas Coffee Co. was founded in 1885. The firm was acquired in 1954 by the present owner, Daniel E. Whiteley.

**Mexico City pact to regulate coffee exports  
signed by 7 Latin American producers**  
*(Continued from page 9)*

economic relationships with the United States", the spokesman declared. "In order to maintain this policy, we must take the necessary steps to protect our economies which so largely depend upon coffee exports".

Trade sources estimated that the November, 1957—March, 1958, quotas will permit El Salvador to export 655,000 bags, Mexico 580,000 bags, Guatemala 505,000 bags, Costa Rica 200,000 bags and Nicaragua 130,000 bags.

It was also figured that the amount of coffee to be retained by Colombia and the other five countries (1,100,000 bags) together with some 3,000,000 bags which Brazil agreed to hold off the market, will closely balance expected exportable production during 1957-58 with anticipated world consumption.

Washington officials figured, according to wire service reports, that based on estimated 1957-58 production of 42,000,000 bags, of which the seven countries produce 28,865,000 bags, a 20% withholding plan would mean that 5,773,000 bags would be held off the market.

That would reduce the available world supply to 36,000,000 bags, which is about a year's average needs, although with stock rebuilding last year's total imports amounted to 38,000,000.

The Washington officials said that at an average price of 52¢ for the coffee retained, the value would be \$370,000,000.

The participating governments, these officials declared, would have to put up the equivalents of this amount through support purchases.

One week after the conference Dr. Guzzo told the administration board of the Brazilian Coffee Institute, of which he is president, that Brazil is committed to retain a quantity equivalent to 20% of exports from October 1st, 1957 to June 30th, 1958 not to September 30th, 1958 as reported in the text of the agreement from Mexico City.

Dr. Guzzo explained that the estimate of 11,200,000 bags for export applies to the period October 1st, 1957, to June 30th, 1958, and is merely for calculation purposes based on exports for last year and the first three months of this crop year.

The Institute has already bought sufficient coffee to guarantee Brazil's retention quota for the rest of the crop year if exports do not exceed 11,200,000 bags, it was reported.

The government of Colombia approved the Mexico City agreement and appointed Dr. Arturo Gomez-Jaramillo as Colombian member of the board of directors established by the pact.

It also confirmed Mr. Uribe as its representative on the executive committee.

Mr. Uribe announced that the government of Colombia has ready the decree organizing exports during the five months starting November 1st, in line with the quota assigned to it under the Mexico City agreement.

The government of Costa Rica published an official regulation setting out the percentage of its 1957-58 ex-

*(Continued on page 31)*

**QUALITY COFFEES**

**BRAZILS** SANTOS PARANAGUA RIO DE JANEIRO ANGRA

**CENTRAL AMERICANS** GUATEMALA SALVADOR NICARAGUA COSTA RICA

**COLOMBIANS** MEDELLIN ARMENIA MANIZALES GIRARDOT LIBANO TOLIMA

**ECUADORIS** UNWASHED WASHED

**W. R. GRACE & CO.**

## H. L. C. BENDIKS, INC.

NEW YORK

96 Front Street

SAN FRANCISCO

40 California St.

NEW ORLEANS

225 Magazine St.

**IMPORTERS - JOBBERS**

**COFFEE - TEA**

**N. V. KOFFIE HANDELMY**

**MATAGALPA**

P. O. BOX 631

AMSTERDAM, C, HOLLAND

**America's best-selling coffees  
in each field come from**

**MAXWELL  
HOUSE**



VACUUM PACK



INSTANT



DECAFFEINATED

**MAXWELL HOUSE**

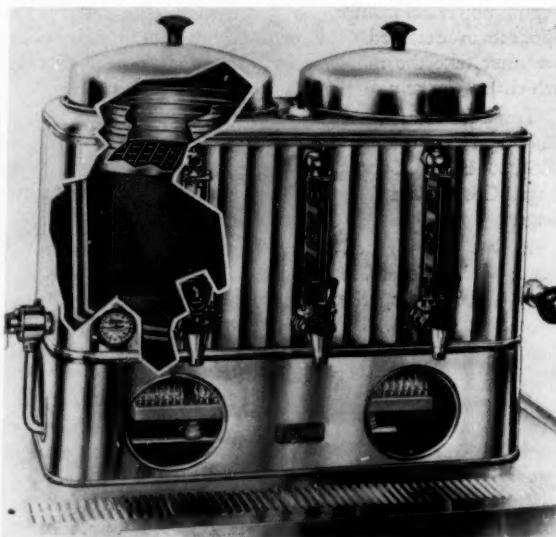


Division of General Foods

MEMBER OF  
**NCA**

## *On the menu*

Developments among public feeding outlets



Cecilware-Commodore's Series '61 twin urn.

New Cecilware urns have gridded risers;  
series said to be four years ahead in design

A new line of coffee urns, called the Series '61, has been announced by the Cecilware-Commodore Products Corp., New York City.

The company calls it the Series '61 "because it is actually four years ahead in design and construction."

The urns are manufactured by an electronic process which welds stainless steel bottoms to seam-welded stainless steel urns.

The coffee liners, too, are stainless steel, and have front drainage directly to the coffee faucets. A double jacketed wall around the liner and an extra large hot water capacity keeps the coffee in the liner from chilling.

The Series '61 urns are completely equipped with heavy duty thermostats and burners.

They have the new Cecilware gridded riser, which eliminates the old fashioned drooping coffee bag and forces all the water to filter faster through the coffee bed, for uniform and correct extraction.

The gridded riser is recommended by the Coffee Brewing Institute.

### Coffee corner a hit in food stores

Customers of Scotty's Markets, Louisville, Ky., take a "coffee break" for granted when shopping, it is reported by Progressive Grocer.

A sign at each coffee corner announces the hours for coffee time—in the morning from 9:00 to 10:30; in the afternoon from 2:00 to 3:30. Sugar and cream are also on the house.

The coffee corner is located in the rear of the store, adjacent to the self-service meat department.

## **Kubitschek signs bill to boost coffee promotion tax to 25¢; approval by other countries needed**

Brazil has finally approved the proposal to raise from 10¢ to 25¢ per bag the export tax on coffee to promote consumption abroad.

Vito Sa, head of the New York City office of the Brazilian Coffee Institute, said President Juscelino Kubitschek had signed a bill to this effect.

Brazil's action had been awaited as the final step decisively expanded coffee promotion through the Pan-American Coffee Bureau.

It was reported, however, that some member nations had yet to approve the proposal officially. This would be necessary for the increase in promotion funds to become effective.

### **Consumers spend 3.09% of grocery money on coffee, Life study shows**

Food accounted for 25% of the average American family's expenditure of consumer goods and services in 1956, according to a study made for Life magazine by Alfred Politz Research, Inc., and reported in the National Coffee Association's News Letter.

The study is claimed to be "the most comprehensive marketing survey ever undertaken by private business."

It was revealed that the average family of 3.3 persons per household spent \$4,110 on all goods and services, with \$1,036 or 25% of this amount going for food, of which \$32 was for coffee.

Alcoholic beverages (\$46) and tobacco (\$121) accounted for another 4%.

Based on Life's data, it is calculated that consumers used .778% of their money for coffee, or 3.09% of their grocery money.

The survey shows that households with an income of under \$2,000 spent \$689 for all foods, of which \$24 was for coffee.

Similar data for other income groups was as follows: \$2,000 to \$2,999, \$976—\$32; \$3,000 to \$3,999, \$1,167—\$32; \$4,000 to \$4,999, \$1,271—\$32; \$5,000 to \$6,999, \$1,417—\$35; \$7,000 to \$9,999, \$1,622—\$38; and \$10,000 income and over, \$1,913 for all foods of which \$37 was for coffee.

### **Coffee purchases by U. S. housewives**

#### **show gain in third quarter of 1957**

Coffee purchases by U. S. housewives during the third quarter of this year were 2% ahead of the same months in 1956, the Pan-American Coffee Bureau reported today.

During this period, purchases of regular roasted coffee in both bags and vacuum cans were slightly below the 1956 rate, while instant coffee continued to show gains, according to the findings of a continuing survey made for PACB by Market Research Corporation of America.

Instant coffee accounted for 20.1% of the volume of total coffee purchases, as compared with 17.4% in the same period of 1956.

For the first nine months of this year, total household purchases of both types of coffee have remained a steady 2% ahead of 1956.

**C. A. MACKEY & CO.  
Incorporated**

**IMPORTERS-COFFEE**

**ESTABLISHED 1914**

**111 WALL ST. NEW YORK**

## Trade Roast

By DOUGLAS WOOD

### FAIRCHILD & BOLTE

120 WALL STREET NEW YORK

### Green Coffee

AGENTS AND BROKERS  
REPRESENTING  
BRAZILIAN and MILD SHIPPERS

**Members:**

NATIONAL COFFEE ASSOCIATION  
GREEN COFFEE ASSN. OF N.Y.C.  
N.Y. COFFEE AND SUGAR EXCHANGE



### Dr. Hopp named Agricultural Attache in Colombia

Dr. Henry Hopp has been appointed agricultural attache at Bogota, Colombia, the U. S. Department of Agriculture has announced. Dr. Hopp succeeds Earl W. Loveridge, who has completed his tour of duty.

Dr. Hopp has been chief of the Foreign Agricultural Service's Trade Statistics Branch, the central source of USDA's data on world trade.

As an advisor to agricultural programs, he has traveled extensively in Latin America. His last trip to Colombia was to advise the National Federation of Coffee Growers on research programs.

He is the author of many technical articles and bulletins on the economics of coffee and several other Latin American crops. (See: "Coffee Consumption—a look at the record," Page 72, October, 1955, *Coffee & Tea Industries*.)



Because it has more flavor to give

*it's*  
Coffee-er Coffee!

S. A. SCHONBRUNN & Co., Inc. • 77 Water Street, New York, N.Y.

matically dumped as an electric timer shuts off the machine at a pre-set time and restarts it next morning.

The machine uses a liquid concentrate to make hot chocolate.

#### Bingham Coffee builds new plant in Jacksonville

The Bingham Coffee Co., Jacksonville, Fla., has broken ground for a modern, one-story plant and warehouse at 3070 Philips Highway.

The new building, of contemporary design, will be of fireproof masonry construction and will contain modern coffee roasting and processing equipment.

It will have approximately 6,000 square feet of floor space. The building is designed for future expansion.

James W. Bingham, president, founded the company in 1933.

Bingham Coffee is a supplier to hotels, restaurants, clubs and institutions, including schools and hospitals.

"Our expansion program will more than double the capacity of the plant," Mr. Bingham declared.

The company now serves North and Central Florida and South Central Georgia from the Jacksonville plant. Branch offices recently were opened in Daytona Beach, Gainesville, Orlando and Savannah, Ga.

#### Coffee juggler

One of the popular night spots in Hamburg features Michael, the juggling waiter, whose specialty is balancing a tray containing 15 cups of coffee on his head.

At the same time, he manages to carry a serving pot, a cream pitcher and two cakes.

#### Study commercial use of aluminum for cans

The research and technical department of the American Can Co. has established an aluminum division to find practical low-cost methods of manufacturing aluminum alloy into commercial containers, it was announced by William C. Stolk, president.

He said the company's research department has been working on the development of aluminum containers for several years and has perfected the techniques for producing both aluminum alloy and aluminum-coated steel-plate cans on a pilot-line basis.

At present, there are no low-cost commercial methods available for making aluminum cans at high speeds, Mr. Stolk said. He pointed out that tin cans roll off individual production lines at rates as high as 30,000 an hour.

"The present restricted use of aluminum for containers in this country also is directly related to the metal's higher cost, compared with steel," he explained. "However, Canco's costs for tinplate (steel minutely coated with tin) have increased more than 91% in the last ten years. The gap between the cost of the two metals has been narrowing constantly."

Future market developments could lead to extensive use of aluminum and create an imperative need for technical information and new can-making skills, Mr. Stolk said.

#### Yemen coffee output stabilized

The larger exporters of Yemen coffee maintain that production of coffee for export has stabilized and is not likely to increase.

## THE WORLD'S BEST MILD COFFEES

FOR YOUR BEST BLENDS USE THE BEST MILD COFFEES IN THE WORLD WHICH ARE PRODUCED IN:

**COSTA RICA • CUBA • DOMINICAN REPUBLIC • ECUADOR • EL SALVADOR • GUATEMALA • HAITI • HONDURAS • MEXICO • NICARAGUA • PANAMA • PERU • PUERTO RICO • VENEZUELA**

**FEDECAME • (FEDERACION CAFETALERA DE AMERICA)**  
ADDRESS: FEDECAME • BOX 739 • SAN SALVADOR, EL SALVADOR, C.A.

### **Industry mourns passing of Joseph L. Kopf;**

#### **Burns president invented coffee machinery**

Joseph L. Kopf, president of Jabez Burns & Sons, Inc., New York City manufacturers of food processing machinery, died on October 21st at the age of 66.

Under Mr. Kopf's guidance, many outstanding contributions were made in the technical development of industrial machinery for roasting and other processing of coffee, as well as peanuts and cocoa beans. These include the development of the Thermo-roasting principle, which is now in standard use in the coffee trade, development of continuous roasting, and changes in equipment which make possible the smokeless operation of coffee roasters.

He held several patents for coffee brewing equipment and processes, and a professional engineer's license from the State of New York.

From 1950 to 1952, Mr. Kopf was president of the National Metal Trades Association. Prior to that he had served as national treasurer and as vice president of the N.M.T.A. and as president of the New York-New Jersey Branch of that organization.

Mr. Kopf was an active member of the Brewing Committee of the National Coffee Association from its inception, and was instrumental in setting coffee grind standards. He also contributed to the establishment of the Coffee Brewing Institute in 1952.

A member of the American Society of Mechanical Engineers since 1931, Mr. Kopf became a life member in 1935, and was currently treasurer of the A.S.M.E. He had just been made a Fellow of the A.S.M.E., and his death occurred at a meeting in Skytop, Pa., where he was being presented with a Certificate of Fellow.

Mr. Kopf was also active in the Society for the Advancement of Management, the Engineers' Club, the Economics Club, the United Engineering Trustees, and the American Management Association.

In addition to an unusual citation from the Executive Committee of the N.M.T.A. for outstanding efforts in behalf of the American free enterprise system, Mr. Kopf has received an award of merit from the American Society of Mechanical Engineers and a citation from the members of the Finance Committee of that organization.

Mr. Kopf held both a Bachelor of Science degree and a degree in Mechanical Engineering from Cooper Union (night school—'17). He had been employed at Burns in many capacities from 1907 until his death, and had been president of the company since 1944.

Mr. Kopf was active in church and civic affairs in the Maplewood-Oranges area of New Jersey. He resided in East Orange.

He is survived by his widow, Anna R. Kopf; three daughters, Mrs. James Popelka, of Morris Plains, N. J.; Miss Joan Kopf, of Teaneck, N. J.; and Sister Mary Aquinas, of Good Shepherd Convent, Peekskill, N. J.; a son, J. Ellis Kopf, of Union, N. J.; and a sister, Mrs. Karl Schmidt, of Short Hills, N. J. He had seven grandchildren.

#### **Advances in industrial relations**

He was noted not only for technical advances in food processing equipment but also for advanced practices in the field of industrial relations. Under Mr. Kopf's leadership, Jabez Burns & Sons, Inc. was one of the first companies in the country to utilize the N.M.T.A. job rating, salary rating and merit rating plans for equitable treatment of employees. He also made Burns a pioneer company in assisting and encouraging employees to undertake programs of self-improvement and education. The industrial safety programs encouraged by Mr. Kopf at Burns have been regularly cited by the National Safety Council.

Also under his leadership, Jabez Burns & Sons was one of the first companies to give fully company-paid hospitalization, medical and surgical benefits to all employees.

### **E TH I O P I A N   C O F F E E S**

**D J I M M A** — **H A R R A R**

**SJM**

← Symbols of Quality →

**ALKIS**

**S. J. MAGDALINOS**  
ADDIS-ABEBA, ETHIOPIA

Exclusively represented in the United States & Canada by DOBBELEER COMPANY  
17 Battery Place, New York

**American Duplex Co.**  
Grocery & Restaurant Coffee Grinders  
Exclusively

815-827 WEST MARKET STREET

LOUISVILLE 2, KENTUCKY

The better the FLAVOR and AROMA  
— the MORE consumed . . .  
No coffee can taste better or  
have more aroma than freshly,  
correctly ground coffee!

## Crescent buys Lang's Gold Shield Coffee names Weiss manager of coffee division

The outright purchase of the Crescent Manufacturing Co. of the Gold Shield Coffee division of Lang & Co., Seattle, was announced by D. K. Weaver, Crescent president. The sale became effective November 1.

"The purchase of Gold Shield is part of Crescent's continuing expansion program," Mr. Weaver pointed out. "It gives us additional facilities for which we have been searching."

The appointment of Marshall D. Weiss as manager of Crescent's coffee division was announced by Mr. Weaver. He also revealed the appointment of J. O. Sundermeier as coffee division sales manager.

Mr. Weiss and Mr. Sundermeier held the same positions with Gold Shield Coffee. Mr. Weiss has been affiliated with Gold Shield since 1934, while Sundermeier has been with the brand for ten years.

In making the appointments, Mr. Weaver said that no changes in Gold Shield operating policies are planned at this time.

The Gold Shield plant, located at 830 4th Avenue, South Seattle, is a 52,000-square-feet four story building. This structure and all other Gold Shield properties are included in the transaction.

Also included in the purchase is the acquisition, by Crescent, of Lang's packaged nut division.

The purchase brings together two leading pioneer Pacific Northwest food brands. Gold Shield has been a prominent factor in the Pacific Northwest coffee business

for over 40 years. Today Gold Shield markets both vacuum pack and instant coffees.

The addition of Gold Shield Coffee to the Crescent family comes on the eve of the firm's 75th anniversary year. Established in 1883, Crescent has become one of the Pacific Northwest's leading food companies.

Crescent is the manufacturer of a complete line of spices and extracts, as well as ice cream toppings, blended seasonings, Sprinx cake decorations, coffee and tea. Crescent also manufactures and distributes Mapleine imitation maple flavoring nationally and in Canada.

## Charles J. Fertitta, president

### of Texas Coffee Co., dead at 57

Charles J. Fertitta, president of the Texas Coffee Co., Beaumont, died at his home last month after a heart attack. He was 57.

He had been in ill health for some time.

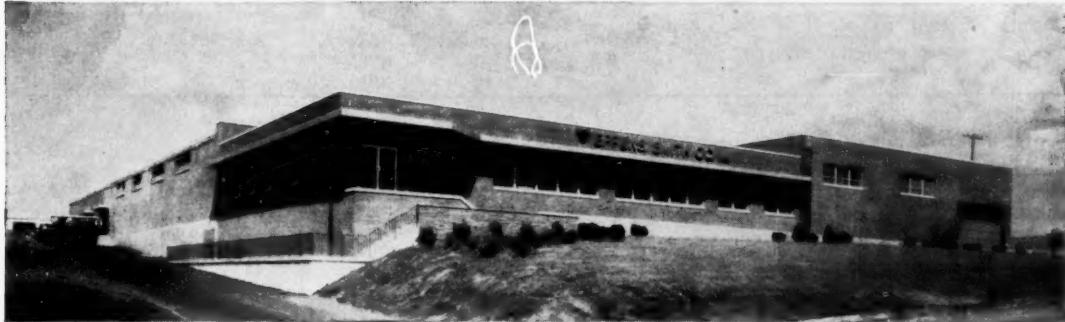
Mr. Fertitta, a native and life-long resident of Beaumont, is survived by his wife, Mrs. Josie M. Fertitta, of Beaumont; two sons, Joseph F. and Charles J. Fertitta, Jr., Beaumont; four daughters, Miss Marietta Fertitta, Mrs. Joe A. Serio and Mrs. Carlo Busceme Jr., all of Beaumont, and Sister Mary Olivia, of the Dominican Order, in Galveston.

## Arabica is top cash crop

Arabica coffee is the most important cash crop in Yemen and the largest earner of foreign exchange.

About two-thirds of Yemen coffee exports, by volume, goes to the United States.

## The beautiful new home of EPPENS, SMITH COMPANY, Inc.



EPPENS, SMITH CO., INC., one of America's oldest and best known coffee and tea importers, now occupies the world's most modern processing plant in the new Lincoln Industrial Park, Secaucus, N. J.

Here in an atmosphere of functional beauty, are the latest facilities for roasting, blending and packaging, to insure the very finest coffee and tea. These modern facilities, conveniently located for highway and rail transportation, plus the Eppens, Smith Company's 101 years of experience, assure you of the highest quality coffee and tea, the utmost in dependable service.

**EPPENS, SMITH CO., INC.**

520 Secaucus Rd. Secaucus, N. J.

Established  
1855

UNION 5-0200  
LOngacre (N.Y.) 3-6264

## PRIVATE LABEL BLENDING

EPPENS, SMITH CO., INC., offers a complete service: supplying green coffee, roasting to your specifications, blending to your standard, packing under your label . . . including instant coffee. Samples of your coffee matched and prices quoted. Tea Bag packing—to specifications. Vacuum Tins, 1-lb. Paper Bags, Restaurant Packs 2 oz., 4 oz.

Ted Seidel, Manager, Baltimore:  
4033 West Rogers Ave.  
E. Lee Foster, Manager, Boston:  
156 State St.  
Herbert Powers, Manager, Phila.:  
33 S. Front St.  
Buying Office, New York:  
100 Front St.

### **The chemistry of coffee**

(Continued from page 16)

water containing a high bicarbonate content will cause an increase in percolation times. The coffee grounds themselves act in a minor way as a softening agent by reducing the calcium content of brewing water (25). Because long infusion or contact time increases the bitter taste and decreases the flavor and aroma (28), any water treatment that tends to increase this time should be avoided. Cup testing (1) also has demonstrated that coffee made with untreated water was preferred to that made with treated water; that made with hard water was preferred to that made with distilled water, but the latter made better coffee than water passed through a softener.

The temperature of the water used should be very hot, at least within a range between 185° and 203° F. At these temperatures, the caffeine is almost all dissolved, the aromatic components are not boiled off, and changes resulting in bitterness and woody taste are absent or negligible. Coffee should never be boiled, because such coffee is markedly more bitter than that prepared at 203° F. (28).

The action of beverage on metals is pronounced and bitter, astringent or metallic tastes may be produced. Tin-plate, aluminum, copper and nickel are listed in order of decreasing adverse effect. Glass, porcelain and other similar materials have no noticeable effect on coffee flavor (28). Stainless steel is resistant to attack, so its affect on flavor is probably negligible. As only trace amounts of the other metals are dissolved (37), their action is undoubtedly catalytic.

The composition of beverage coffee is intimately related to the weight-volume ratio of the dry coffee and water used in preparation. Although some variation in this ratio does exist, expert coffee tasters generally agree that a 6% weight-volume ratio will yield an excellent product, if all other factors are rigidly controlled. Such a product will have a solids content of approximately 1% to 1½%. It

will contain as major components caffeine, trigonelline, chlorogenic acid and organic acids such as caffeic, malic, citric, tartaric, oxalic, pyruvic and acetic. Tannin and amino acids are also present in small quantities. Aromatics such as furfural, simple aldehydes, phenols and hydrogen sulfide in the beverage have been identified, and the quantities measured decrease as the beverage stands (11). This is the first instance of an attempt to find out why the flavor of beverage changes on standing. However, a more complete quantitative examination of component distribution and stability in the beverage comprise problems that currently are being investigated.

In summary, then, a great deal of work has been done on coffee flavor. However, the number of factors involved is so great and the interrelationships are so complex that the proportion of effort expended on any one phase of the subject is relatively small. Research now in progress will undoubtedly expand considerably the knowledge about coffee flavor and assist in solving many existing problems.

### **Literature Cited**

1. Aborn, E. Report of the Brewing Committee, National Coffee Association Convention, 1948.
2. Baker, C. E. *Ice & Refrig.*, 177, (1) 83, (1950).
3. Barbera, C. E. *Coffee & Tea Inds.*, (1), 79, 12 (1956).
4. Bauer, K. H., and Neu, R. *Fette u. Seifen*, 45, 229 (1938).
5. Bengis, R. O., and Anderson, R. J. *J. Biol. Chem.*, 105, 139 (1934).
6. Bredt, C. *Food Inds.*, 6, 348 (1934).
7. Elder, L. W. *Ind. Eng. Chem.*, 29, 267 (1937).
8. Elder, L. W. *Ind. Eng. Chem.*, 32, 798 (1940).
9. Hoepfner, W. Z. *Undersuch. Lebensm.*, 66, 238 (1933).
10. Hughes, E. B., and Smith, R. F. *J. Soc. Chem. Ind.*, (London) 65, 284 (1946).
11. Hughes, E. B., and Smith, R. F. *J. Soc. Chem. Ind.*, (London) 68, 322 (1949).
12. Indian Coffee Board, *Coffee Research Scheme Report*, C.F.T.R.I., Mysore (1954).
13. Iyengar, J. R., Natarajan, C. P., and Bhatia, D. S. C.F.T.R.I., Bull., 4 (10), 259 (1955).
14. Lendrick, K. *Volksernahr*, 5, 310 (1930).
15. Little, A. C., and Mackinney, G. *Food Technol.*, 10, 503 (1956)

## **THE NESTLÉ COMPANY, INC.**

WHITE PLAINS, NEW YORK

**NESCAFÉ · NESTLÉ'S INSTANT COFFEE · RICORY · NESTLÉ'S DECAF · NESTEA**

NESCAFÉ IS ALSO AVAILABLE IN  
SPECIAL VENDING AND UNIT PACKS

**ROASTING  
GRINDING  
PACKING  
VACUUM PACKING**

**Coffee Trade Roasters  
H. MILLS MOONEY & SON, INC.**

20 FULTON STREET, NEW YORK 38, N. Y.

Telephone: WHitehall 4-5138

16. Lockhart, E. E., Tucker, C. L., and Merritt, M. C. *Food Research*, 20, 598 (1955).
17. Mabrouk, A. F., and Deatherage, F. E. *Food Technol.*, 10, 194 (1956).
18. Mendes, C. T. *Revista de Agricultura* (Piracicaba), (23 3/4), 81 (1948).
19. Miner, C. S. *The Acidity of Roasted Coffee*. (1934). National Federation of Coffee Growers of Colombia, New York.
20. Moncrieff, R. W. *Food Manuf.*, 18, 342 (1943).
21. Moncrieff, R. W. *Food*, 19, 124 (1950).
22. Moncrieff, R. W. *Food*, 19, 176 (1950).
23. Moores, R. G., and Greninger, D. M. *Anal. Chem.*, 23, 327 (1951).
24. Morris, J. H., and Wood, E. R. *Food Technol.*, 10, 225 (1956).
25. Natarajan, C. P., Nagarathnamma, M., and Bhatia, D. S. *Current Sci. (India)*, 23, 157 (1954).
26. Noel, von, L. *Pharm. Zentralhalle*, 70, 69 (1929).
27. Pan-American Coffee Bureau, *Coffee Statistics No. 19* (1955). New York, p. 62.
28. Prescott, S. C. Report of an Investigation of Coffee, Joint Trade Publicity Committee, New York, 1924.
29. Prescott, S. C., Emerson, R. L. and Peakes, L. V. Jr. *Food Research*, 2, 1 (1937).
30. Prescott, S. C., Emerson, R. L., Woodward, R. B., and Heggie, R. *Food Research*, 2, 165 (1937).
31. Pritzker, J., and Jungkunz, R. Z. *Untersuch. Lebensm.*, 51, 97 (1926).
32. Punnett, P. W. *Tea & Coffee Trade J.*, 92, (5) 12 (1947).
33. Punnett, P. W., and Eddy, W. H. *Food Inds.*, 2, 401 (1930).
34. Reichstein, T., and Staudinger, H. *Coffee & Tea Inds.*, 78, (6) 91 (1955).
35. Rewald, B. *Oil & Soap*, 23, 19 (1946).
36. Schugowitsch, A. Z. *Untersuch. Lebensm.*, 54, 330 (1927).
37. Searle, H. E. *Spice Mill*, 50 (8), (1926).
38. Shuman, S. C., and Elder, L. W., Jr. *Ind. Eng. Chem.*, 35, 778 (1943).
39. Teply, L. J., and Prier, R. F. J. *Agr. Food Chem.*, (in press).
40. Underwood, G. E., and Deatherage, F. E. *Food Research*, 17, 425 (1952).
41. U. S. Department Commerce, *Coffee Grinds, Simplified Practice Recommendations R231-48* (1948). U. S. Govt. Printing Office, Washington, D. C.

**Mexico City pact to regulate coffee exports signed by 7 Latin American producers**  
*(Continued from page 23)*

portable crop which may be exported during the five months beginning November 1st, according to cabled information from San José reported by Mr. Uribe.

This regulation gives full effect to the terms of the Mexico Agreement in so far as they affect Costa Rica, it was stated.

The other signatory countries were said to be preparing appropriate regulations.

Some sources in the United States coffee trade saw the Mexico City pact as a boon to African coffee.

They felt the price support program by the Latin American nations would be a strong stimulus to further inroads by African coffee in this market.

This was one of the stresses to which the agreement would be subjected, they felt. They also saw strains arising from varying crop positions among the signatory countries.

But in both actuals and futures, stiffening prices indicated a widespread respect, initially, for the Mexico City agreement.

**Coffee room — at home**

Something new is visible on the home-building front—a luxurious "coffee room."

Builder Ed Shapiro is featuring in his new \$50,000 custom-built homes at Sands Point, N. Y., a room where a family can relax and sip their morning coffee.

**REMINDING YOU THAT  
GOOD BLENDS ARE MADE PERFECT  
WITH**

**SALVADOR  
COFFEES**

**COMPAÑIA SALVADOREÑA DE CAFÉ, S. A.**  
**San Salvador · El Salvador**

**Cables: Coscafe**

**Acme Code**

**Simple technique measures  
beverage coffee quality;  
described in CBI monograph**

Beverage coffee quality can be controlled by a simple, practical and useful technique known as the soluble solids measurement test, reports The Coffee Brewing Institute in a new monograph, "The Soluble Solids in Beverage Coffee as an Index to Cup Quality," by Dr. Ernest E. Lockhart, scientific director.

Described in detail in Dr. Lockhart's paper, the soluble solids test for determining cup quality provides an objective ap-

proach toward beverage evaluation. It assists in understanding what happens during the brewing operation, and offers a "reasonable language for discussion of brewing and equipment performance." By means of the test, uneducated guessing and theoretical opinions are virtually eliminated.

Basically, the soluble technique involves the weighing of a freshly prepared beverage coffee sample. The water is evaporated from the sample in a temperature controlled oven, leaving the extracted "soluble solids" in a dish which has previously been weighed.

By subtracting the weight of the dish from the combined weight of the soluble

solids and the dish, a new figure is obtained which gives the weight of the soluble solids alone. By a simple mathematical calculation, it is possible to determine the per cent of extracted soluble solids and its relation to brew formula.

To amplify the discussion of this test technique, the paper employs the use of charts to show an interrelationship between the amount of water to coffee used in brewing, and the percentage of soluble solids obtained from the sample. A consumer acceptability area is also noted in these charts.

Soluble solids measurement should aid the coffee industry in its future investigations of many consumer acceptability problems which now face it, CBI feels. Such a tool will assist in the development of new equipment and modifications of existing devices. It could be used as a process control indicator in the production of instant coffee, and in the preparation of uniform beverage in the public feeding industry. Through its use, soluble solids measurement will provide the consumer with a cup of better coffee.

Single copies of the monograph are available without cost from The Coffee Brewing Institute, 551 Fifth Avenue, New York 17, N. Y.

**First CBI fellowship  
student now research  
director at Kwik Kafe**

Dr. Stanley Segall, first student to be awarded a Coffee Brewing Institute Fellowship, is now research director of the Kwik Kafe Coffee Processors of America, Inc., Hatboro, Pa.

As a Fellow during 1954-1956, Dr. Segall undertook CBI-sponsored research in the coffee flavor field at the Massachusetts Institute of Technology, Department of Food Technology, Cambridge, Mass. His thesis, "Chemical Studies on the Stability of Some Components in Coffee Brew" was completed in 1956. Portions of this work will soon be published in technical journals.

Through his scientific investigations, Dr. Segall sought to understand coffee flavor more fully, and to uncover the effects influencing coffee flavor by extended time and high temperatures. He worked specifically with a number of chemical components in the beverage, among them: caffeine, chlorogenic acid, caffeoic acid, quinic acid, aldehydes, ketones, hydrogen sulphide, sulphur dioxide and mercaptans.

Concentrations of these materials were measured in beverages prepared at four different temperatures, and their stability measured over 24 hour periods. Dr. Segall measured beverage acceptability over 24 hour periods by submitting prepared coffee samples to taste panels.

It is reported in the thesis that beverage acceptance, as determined by taste panels, decreased continuously from the moment of preparation, but acceptability of the change in coffee held at 190° appeared to be slower during the first hour, than with beverages prepared at other

# Service by Starlight...

**SILEX**  
**STARLIGHT CARAFE SERVICE  
AND COFFEE WARMERS**

Always a customer favorite! Plenty of coffee within easy reach — kept piping hot by attractive Candle Warmer or modern Elec-trivet! Perfect for dining room, coffee shop, buffet and room service. 2, 8, and 12-cup sizes.

**Other Outstanding SILEX Products**

1. **Automatic Coffee Brewer.** 12 cups of coffee in 3½ minutes! Self-cleans, resets automatically, almost instantly, to brew 12 more.
2. **Stainless Steel Ranges.** 2, 3, 4-unit models in exclusive one-piece construction. Heavy-duty enclosed elements and 3-heat switches.
3. **Instant Water Heater.** Piping hot water instantly...continuously on tap for instant coffee, tea, or cocoa.

See these and other famous Silex products at your Restaurant Equipment Dealer

*The SILEX Company*

Philadelphia 33, Pa.

Iberville, P. Q., Canada



temperatures. Chemically, this may be accounted for by a slight increase in the mercaptan content at the highest temperature.

Dr. Segall further affirms that if a beverage is to be used within a short time, holding at approximately 190° will provide a more acceptable beverage for the consumer, than if the beverage is held at lower temperatures. However, if the beverage is to be held for long periods, it might be practical to hold the coffee at 170°. The study indicates that there is no practical point in holding the beverage or aging it before serving.

In the work of Dr. Segall, we have for the first time, facts concerning consumer acceptance and the chemical changes occurring in the beverage after preparation.

#### To investigate new uses for chemicals in coffee

The five Central American governments are contributing to a fund to investigate uses for coffee other than as a beverage, according to a report in The New York Times.

This news was announced by the government of El Salvador, which proposed a study to be made by the Central American Institute of Technology Investigations.

Each of the five governments will contribute \$2,000. The study will center on the chemical elements that make up the bean.

#### New Grand Union instant pegged in low price slot

A new instant coffee, Early Morn, has been offered as the lowest priced instant on the market by Grand Union. It is available in a 2-ounce jar for 39¢ and in a 6-ounce jar for 99¢.

Early Morn has long been a popular Grand Union label in bagged coffees, and will also continue to be marketed in that form. It is one of Grand Union's three private label coffees.

"As with all Grand Union coffees, Early Morn instant will be a top-quality coffee for its price," asserted Hugh J. Davern, senior vice president in charge of merchandising.

Early Morn is the second instant coffee to be placed on the market by the 371-store eastern food chain under one of its own labels. Freshpak, Grand Union's other instant coffee, was introduced in 1953. It has become an exceedingly popular seller, the chain reported.

A 2-ounce jar of Freshpak Instant sells for 45¢, the six ounce jar for \$1.15.

#### Topco's Doherty on visit to Brazil, Colombia

George Doherty, assistant general manager of Topco Associates, Inc., Chicago, is on a six-week visit to Brazil and Colombia to meet with coffee trade executives and government officials.

The Topco organization, which distributes a wide line of exclusive brand grocery items to 27 member supermarket chains, is currently charting a "complete coffee program." Mr. Doherty will study production sources for the upgrading of Topco's Food Club Coffee.

# INSTITUTIONS ARE GRADUALLY TURNING TO INSTANT COFFEE FOR ECONOMY CONVENIENCE LONG SHELF LIFE EQUIPMENT COST SAVINGS

## HARRISON'S HOTEL BLEND INSTANT COFFEE

HAS HIGHEST ACCEPTABILITY RATINGS  
FOR THIS SPECIAL PURPOSE DISTRIBUTION

In single use laminated foil and film packets and bags

### NEW DEMI-TASSE INSTANT COFFEE

## HARRISON COFFEE CORPORATION

COFFEE PROCESSORS FOR THE TRADE

72 Mill St.

Paterson, New Jersey

Phone MULberry 4-6349

# SHIPS.....

*the essential factor*

## in the COFFEE TRADE



Without ships, the American public would know coffee only as a rare and expensive luxury. Ships are an essential factor in the coffee trade.

To the maintenance of that trade, Moore-McCormack Lines devotes a major share of its operations. Its large fleet of modern ships, including the fast passenger-cargo liners of the Good Neighbor Fleet and big C-3 cargo liners which are the last word in efficiency, keeps coffee moving in an unceasing flow from Brazil northward to the United States.

The coffee trade can rest assured that, in the future as in the past, Moore-McCormack Lines will consistently devote its energies to the kind of service—swift, frequent and dependable—which will serve the best interests of the industry and the American consumer.

**MOORE-McCORMACK**  
Lines New York 4  
5 Broadway  
OFFICES IN PRINCIPAL CITIES OF THE WORLD

# Ship sailings

## A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Abl Trans Car—Ahmann Trans Caribbean Line  
 Alcoa—Alcoa Steamship Co.  
 Am-Exp—American Export Lines  
 Am-Pres—American President Lines  
 Arg-State—Argentine State Line  
 Am-W Afr—American-West African Line  
 B-Afr—Belgian African Line  
 Barb-Wn—Barber Wilhelmsen Line  
 Barb-Frn—Barber-Fern Line  
 Barb-W Afr—Barber-West African Line  
 Brodin—Brodin Line  
 Col—Columbus Line  
 Cunard—Brocklebank's Cunard Service  
 Delta—Delta Line  
 Dodero—Dodero Lines  
 Dreyfus—Dreyfus Lines  
 Ell-Buck—Ellerman & Bucknell S.S. Co  
 Farrell—Farell Lines  
 Grace—Grace Line  
 Granco—Transportadora Gran Colombiana, Ltda.  
 Gulf—Gulf & South American Steamship Co., Inc.  
 Hellenic—Hellenic Lines Ltd.

Hol-Int—Holland-Interamerica Line  
 Independence—Independence Line  
 Isthmian—Isthmian Lines, Inc.  
 JavPac—Java-Pacific Line  
 Lamp-Ho—Lampert & Holt Line, Ltd.  
 Lloyd—Lloyd Brasileiro  
 Lykes—Lykes Lines  
 Maersk—Maersk Line  
 Mam—Mamenic Line  
 Mormac—Moore-McCormack Lines, Inc.  
 Nedlloyd—Nedlloyd Line  
 Nopal—Northern Pan-American Line  
 Norton—Norton Line  
 PAB—Pacific Argentine Brazil Line  
 PacFar—Pacific Far East Line, Inc.  
 PacTrans—Pacific Transport Lines, Inc.  
 Pioneer—American Pioneer Line  
 Prince—Prince Line, Ltd.  
 PTL—Pacific Transport Lines, Inc.  
 R Neib—Royal Netherland Steamship Co.  
 Robin—Robin Line  
 Royal Inter—Royal Intercean Lines  
 SCross—Southern Cross Line  
 Sprague—Sprague Steamship Line  
 Swed-Am—Swedish American Line  
 Torm—Torm Lines  
 UFruit—United Fruit Co.  
 Wes-Lar—Westfal Larsen Co. Line  
 Yamashita—Yamashita Line

### Abbreviations for ports

At—Atlantic ports  
 Ba—Baltimore  
 Bo—Boston  
 CC—Corpus Christi  
 Ch—Chicago  
 Cbsn—Charleston  
 Cl—Cleveland  
 De—Detroit  
 Ga—Galveston  
 Gj—Gulf ports  
 Ha—Halifax  
 Ho—Houston  
 HR—Hampton Roads  
 Jx—Jacksonville  
 LA—Los Angeles  
 Ml—Montreal  
 Mo—Mobile  
 NO—New Orleans  
 NY—New York  
 Nj—Norfolk  
 NN—Newport News  
 Pa—Philadelphia  
 Po—Portland  
 PS—Puget Sound  
 Sa—Savannah  
 SD—San Diego  
 SF—San Francisco  
 Se—Seattle  
 St Jo—Saint John  
 Ta—Tacoma  
 Va—Vancouver

## COFFEE BERTHS

SAILS	SHIP	LINE	DUE	SAILS	SHIP	LINE	DUE				
<b>ABIDJAN</b>											
11/21	Del Sol	Delta	NO12/8	11/13	Elsie Winck	UFruit	NY11/19				
12/28	Del Campo	Delta	NO12/8	11/14	Cubahama	UFruit	HOll/18				
1/20	Del Monte	Delta	NO2/5	11/15	Lempa	UFruit	NO11/18				
<b>ACAJUTLA</b>											
11/18	Copan	UFruit	Cr <sup>2</sup> 11/23 NY11/30	11/20	Flottbek	Granco	NY12/11				
11/28	Marna	UFruit	Cr <sup>2</sup> 12/2 NY12/8	11/20	Christiane	UFruit	NY11/26				
11/30	Lily Nielsen	UFruit	Cr <sup>2</sup> 12/6 HOll/21 NO12/13	11/21	La Mancha	Granco	HOll/28 NO12/1				
<b>AMAPALA</b>											
11/19	Copan	UFruit	Cr <sup>2</sup> 11/23 NY11/30	11/22	La Playa	UFruit	NO11/25				
11/30	Marna	UFruit	Cr <sup>2</sup> 12/2 NY12/8	11/27	Cape Ann	UFruit	NY12/3				
12/1	Lily Nielsen	UFruit	Cr <sup>2</sup> 12/6 HOll/21 NO12/13	12/4	Elsie Winck	UFruit	NY12/10				
<b>BARRANQUILLA</b>											
11/11	Catherine Sartori	UFruit	NY11/25	12/11	Christiane	UFruit	NY12/17				
11/13	Santa Cristina	Grace	NY11/18 Ball/23	12/18	Cape Ann	UFruit	NY12/24				
11/14	La Mancha	Granco	HOll/28 NO12/1	<b>BUENAVENTURA</b>							
11/19	Lovland	UFruit	NY12/1	11/12	Tunja	Granco	Pall/19 Ball/20 NY11/21				
11/19	Agnete Torm	Granco	NY11/29	11/12	Santa Maria	Grace	NY11/19				
11/25	Candida	UFruit	NY12/10	11/12	Santa Fe	Grace	IA12/1 SF12/3 PS12/9				
11/29	Flottbek	Granco	NY12/11	11/13	Shipper	Gulf	HOll/23 NO11/26				
12/2	Choluteca	UFruit	NY12/17	11/14	Cuenca	Granco	HOll/22 NO11/25				
12/9	Catherine Sartori	UFruit	NY12/24	11/24	Julia Luckenbach	Gulf	HOll/4 NO12/1				
<b>BARIOS</b>											
11/10	Agnete Torm	Granco	NY11/29	<b>CARTAGENA</b>							
11/10	Falkental	Granco	HOll/14 NO11/18	11/16	Agnete Torm	Granco	NY11/29				
<b>CORINTO</b>				11/26	Flotheck	Granco	NY12/11				
11/19	Manabua	Mam	NY11/30	<b>CORINTO</b>							
11/30	Costa Rica	Mam	HOll/14 NO12/17	11/19	Manabua	Mam	NY11/30				
12/11	Honduras	Mam	NY12/22	11/30	Costa Rica	Mam	HOll/14 NO12/17				

SAILS SHIP LINE DUE

**CORTES**

11/10	Elsie Winck	UFruit	NY11/19
11/12	Cubahama	UFruit	Hol1/18
11/16	Leon	UFruit	No11/19
11/17	Christiane	UFruit	NY11/26
11/23	Byfjord	UFruit	No11/27
11/24	Cape Ann	UFruit	NY12/3
12/1	Elsie Winck	UFruit	NY12/10
12/8	Christiane	UFruit	NY12/17
12/15	Cape Ann	UFruit	NY12/24

**CRISTOBAL**

11/23	Copan	UFruit	NY11/30
-------	-------	--------	---------

**DAR es SALAAM**

11/22	Lawak	Nedlloyd	NY12/25	LA1/12 SF1/16 Po1/22 Se1/26 Va1/28
12/5	Afr Lightning	Farrell	NY1/25	
12/27	Kertosno	Nedlloyd	NY1/30	LA2/17 SF2/21 Po2/28 Se3/3 Va3/5
1/3	Afr Dawn	Farrell	NY2/25	

**GUAYAQUIL**

11/10	Tunja	Grancio	Pall/19	Ball/20 NY11/21
11/11	Cuenca	Grancio	Hol1/22	No11/25

**LA LIBERTAD**

11/15	Manabua	Mam	NY11/30	
11/17	Copan	UFruit	Cr <sup>o</sup> 11/23	NY11/30
11/26	Costa Rica	Mam	Hol1/14	No12/17
11/27	Marna	UFruit	Cr <sup>o</sup> 12/2	NY12/8
12/6	Honduras	Mam	NY12/22	

**LA UNION**

11/16	Copan	UFruit	Cr <sup>o</sup> 11/23	NY11/30
11/17	Manabua	Mam	NY11/30	
11/26	Marna	UFruit	Cr <sup>o</sup> 12/2	NY12/8

SAILS SHIP LINE DUE

11/28	Lily Nielsen	UFruit	Cr <sup>o</sup> 12/6	Hol2/11 No12/13
11/28	Costa Rica	UFruit	Hol2/14	No12/17
12/8	Honduras	Mam	NY12/22	

**LIMON**

11/11	Christiane	UFruit	NY11/20
11/13	Yucatan	UFruit	No11/19
11/13	Agnete Torn	Grancio	NY11/29
11/16	CatherineSartori	UFruit	NY11/25
11/17	La Mancha	Grancio	Hol1/28 No12/1
11/23	Lovland	UFruit	NY12/2
11/23	Frottbek	Grancio	NY12/11
11/30	Candida	UFruit	NY12/10
12/7	Choloteca	UFruit	NY12/10
12/14	CatherineSartori	UFruit	NY12/24

**LOBITO**

11/21	Afr Gladie	Farrell	NY12/23
12/18	Afr Pilot	Farrell	NY1/16
12/28	Fernriver	Am-W Afr USA 1/31	

**LUANDA**

11/11	Del Sol	Delta	No12/8
11/18	Afr Gladie	Farrell	NY12/23
12/15	Afr Pilot	Farrell	NY1/16
12/26	Fernriver	Delta	No1/14
1/10	Del Monte	Delta	No2/5

**MATADI**

11/16	Afr Gladie	Farrell	NY12/23
12/15	Del Campo	Delta	No1/14
12/22	Afr Pilot	Farrell	NY1/16
12/22	Fernriver	Am-W Afr USA 1/31	
1/8	Del Monte	Delta	No2/5

TO NEW ORLEANS AND OTHER  
U. S. GULF PORTS... FROM

**SOUTH  
AMERICA**

PARANAGUA,  
SANTOS,  
RIO DE JANEIRO, VICTORIA  
Regular weekly sailings

**WEST  
AFRICA**

ANGOLA,  
BELGIAN CONGO,  
CAMEROONS, IVORY COAST,  
AND LIBERIA  
Direct regular service

**Delta Line**  
MISSISSIPPI SHIPPING CO., INC., NEW ORLEANS

RIO DE JANEIRO: DELTA LINE, INC.  
Rue Visconde Inhauma 134

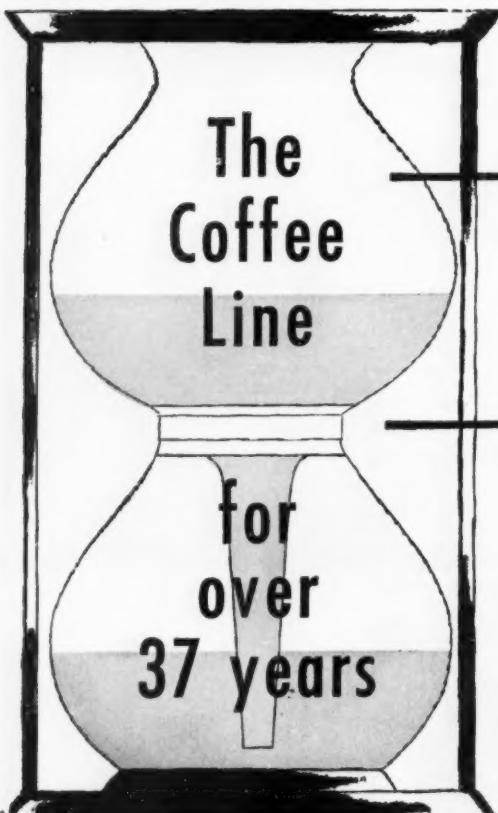
AGENTS: ABIDJAN & DOUALA  
Union Maritime et Commerciale

NEW YORK — CHICAGO  
WASHINGTON — ST. LOUIS

SANTOS: DELTA LINE, INC.  
Rua 15 de Novembro 176-178

LUANDA & LOBITO  
Sociedade Luso-Americanica, Ltd.

MATADI  
Nieuwe Afrikaansche Handels Vennootschap



SAILS	SHIP	LINE	DE
<b>MOMBASA</b>			
11/10	Afr Crescent	Farrell	NY11/25
11/27	Lawak	Nedlloyd	NY12/25 LA1/12 SF1/16 Po1/22 Sel/26 Val/28
12/10	Afr Lightning	Farrell	NY1/25
12/29	Kertosono	Nedlloyd	NY1/30 LA2/17 SF2/21 Po2/28 Se3/3 Va3/5
1/10	Afr Dawn	Farrell	NY2/25

<b>PARANAGUA</b>			
11/10	Mormacland	Mormac	LA12/12 SF12/14 Val2/18 Sel2/24 Po12/26
11/10	Ecuador	Lloyd	NY12/2
11/11	Mormacwren	Mormac	Jx11/29 NY12/3 Bo12/6 Po12/8 Ba12/10 Nf12/11
11/16	Holberg	Nopal	NO12/7 Ho12/10
11/16	Mormacoak	Mormac	NY12/4 Bo12/7 Po12/9 Ba12/11
11/20	Chile	Lloyd	NY12/12
11/21	Mormacyork	Mormac	Nf12/7 Ba12/9 Po12/11 NY12/12 Bo12/15 Ha12/20
11/22	Nordanger	Wes-Lar	LA12/26 SF12/29 Po1/6 Sel/8 Val/10
11/21	Venezuela	Lloyd	NO12/10 Ho12/15
11/23	Trader	Nopal	NO12/9 Ho12/12
11/26	Mormacstar	Mormac	Jx12/16 NY12/20 Bo12/23 Po12/26 Ba12/27 Nf12/28
11/27	Mormacgulf	Mormac	LA12/27 SF12/29 Val/2 Sel/8 Po1/10
11/30	Bolivia	Lloyd	NY12/22
11/30	Del Alba	Delta	NO12/22 Ho12/27
12/3	Mormacswan	Mormac	NY12/23 Bo12/26 Po12/28 Ba12/30 Nf12/31
12/10	Guatemala	Lloyd	NY1/1
12/12	Progress	Nopal	NO12/29 Ho1/2
12/14	Del Oro	Delta	NO1/5 Ho1/10
12/19	Snefield	Nopal	NO1/7 Ho1/10
12/20	Honduras	Lloyd	NY1/12
12/21	Nicaragua	Lloyd	NO1/10 Ho1/16
12/28	Del Viento	Delta	NO1/20 Ho1/25
12/30	Paraguai	Lloyd	NY1/22

### PUNTARENUS

11/12	Copan	UFruit	Cr <sup>2</sup> 11/23 NY11/30
11/22	Marra	UFruit	Cr <sup>2</sup> 12/2 NY12/8
11/25	Lily Nielsen	UFruit	Cr <sup>2</sup> 12/6 Ho12/11 NO12/13

### RIO de JANEIRO

11/14	Del Rio	Delta	NO12/1 Ho12/6
11/16	Ecuador	Lloyd	NY12/2
11/20	Holberg	Nopal	NO12/7 Ho12/10
11/21	Del Sud	Delta	NO12/4 Ho12/9
11/25	Mormacgulf	Mormac	LA12/27 SF12/29 Val/2 Sel/8 Po1/10
11/26	Trader	Nopal	NO12/9 Ho12/12
11/26	Chile	Lloyd	NY12/12
11/26	Venezuela	Lloyd	NO12/10 Ho12/15
11/27	Brazil	Mormac	NY12/9
12/3	Nordanger	Wes-Lar	LA12/26 SF12/29 Po1/6 Sel/8 Val/10
12/5	Del Alba	Delta	NO12/22 Ho12/27
12/6	Del Mar	Lloyd	NY12/22
12/8	Mormacswan	Mormac	NY12/23 Bo12/26 Po12/28 Ba12/30 Nf12/31
12/12	Del Mar	Delta	NO12/25 Ho12/30
12/16	Progress	Nopal	NO12/29 Ho1/2
12/16	Guatemala	Lloyd	NY1/1
12/19	Del Oro	Delta	NO1/5 Ho1/10
12/23	Snefield	Nopal	NO1/7 Ho1/10
12/26	Honduras	Lloyd	NY1/12
12/26	Nicaragua	Lloyd	NO1/10 Ho1/16
12/27	Del Norte	Delta	NO1/5 Ho1/10
1/3	Del Viento	Delta	NO1/20 Ho1/25
1/6	Paraguai	Lloyd	NY1/22

### SANTOS

11/13	Del Rio	Delta	NO12/1 Ho12/6
11/14	Mormacwren	Mormac	Jx11/29 NY12/3 Bo12/6 Po12/8 Ba12/10 Nf12/11
11/15	Ecuador	Lloyd	NY12/2
11/16	Mormacland	Mormac	LA12/12 SF12/14 Val2/18 Sel2/24 Po12/26
11/18	Holberg	Nopal	NO12/7 Ho12/10
11/20	Del Sud	Delta	NO12/4 Ho12/9
11/20	Mormacoak	Mormac	NY12/4 Bo12/7 Po12/9 Ba12/11
11/23	Mormacyork	Mormac	Nf12/7 Ba12/9 Po12/11 NY12/12 Bo12/15 Ha12/20
11/25	Brazil	Mormac	NY12/9
11/25	Trader	Nopal	NO12/9 Ho12/12
11/25	Chile	Lloyd	NY12/12
11/25	Venezuela	Lloyd	NO12/10 Ho12/15
11/30	Mormacstar	Mormac	Jx12/16 NY12/20 Bo12/23 Po12/26 Ba12/27 Nf12/28
11/33	Nordanger	Wes-Lar	LA12/26 SF12/29 Po1/6 Sel/8 Val/10
12/1	Mormacgulf	Mormac	LA12/27 SF12/29 Val/2 Sel/8 Po1/10
12/4	Del Alba	Delta	NO12/22 Ho12/27

NOVEMBER, 1957

**Regular Service**  
From The Principal Brazilian Ports To:  
**NEW YORK      NEW ORLEANS**



Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

*Bringing North and South America nearer each other. LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.*

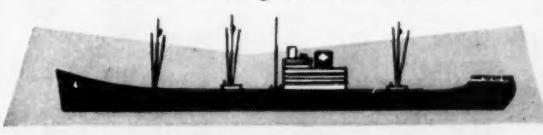
**NEW YORK**  
17 Battery Place

**NEW ORLEANS**  
305 Board of Trade Bldg.



**Gulf & South American Steamship Co.**  
serving the West Coast of South America

An American-Flag Freighter every  
ten days. Fast, efficient schedules from  
Gulf Ports. Expert Cargo Handling.  
Limited Passenger Accommodations.



**620 GRAVIER STREET, NEW ORLEANS, LA.**

In Other Cities Contact Grace or Lykes

# NOPAL LINE

The Northern Pan-America Line A/S  
Oslo

## Regular Service

### Fast Norwegian Motorships

#### Coffee Service

#### Brazil/U. S. Gulf

#### General Agents

Olivind Lorentzen, Inc.  
21 West Street, New York 6, N.Y.  
W<sup>H</sup>itehall 3-1572

New Orleans—Biehl & Co., Inc., Sanlin Bldg.

Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 2520 Bankers Bldg.

Detroit—F. C. MacFarlane, 945 Free Press Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranagua—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.

SAILS	SHIP	LINE	DUe
12/5	Bolivia	Lloyd	NY12/22
12/7	Mormacswan	Mormac	NY12/23 Bo12/26 Pa12/28 Ba12/30 Nf12/31
12/11	Del Mar	Delta	No12/25 Ho12/30
12/14	Progress	Nopal	No12/29 Ho1/2
12/15	Guatemala	Lloyd	NY1/1
12/18	Del Oro	Delta	No1/5 Ho1/10
12/21	Snefjeld	Nopal	No1/7 Ho1/10
12/25	Honduras	Lloyd	No1/12
12/25	Nicaragua	Lloyd	No1/10 Ho1/16
12/26	Del Norte	Delta	No1/5 Ho1/10
1/2	Del Viento	Delta	No1/20 Ho1/25
1/5	Paraguai	Lloyd	NY1/22

#### TANGA

11/23	Lawak	Nedilloyd	NY12/25 LA1/12 SF1/16 Po1/22 Se1/26 Va1/28
12/28	Kertosono	Nedilloyd	NY1/30 LA2/17 SF2/21 Po2/28 Se3/3 Va3/5

#### VICTORIA

11/16	Del Rio	Delta	No12/1 Ho12/6
11/27	Venezuela	Lloyd	No12/10 Ho12/15
12/7	Del Alba	Delta	No12/22 Ho12/27
12/21	Del Oro	Delta	No1/5 Ho1/10
12/27	Nicaragua	Lloyd	No1/10 Ho1/16
1/5	Del Viento	Delta	No1/20 Ho1/25

#### TEA BERTHS

#### CALCUTTA

10/10	Exemplar	Am-Exp	Bol1/13 NY11/15
10/18	Exchequer	Am-Exp	Bol1/26 NY11/28
11/10	Explorer	Am-Exp	Bol2/14 NY12/16
11/10	Explorer	Am-Exp	Bol2/14 NY12/16
11/21	Express	Am-Exp	Bol2/27 NY12/29
11/22	City of Bedford	Norton	Bol2/26 NY12/27 Pa12/30 NF1/1 Bal/3
12/7	Glory	Hellenic	NY1/7
12/10	King	Isthmian	No1/16
1/8	Traveler	Isthmian	No2/15

#### COCHIN

10/20	Exemplar	Am-Exp	Bol1/13 NY11/15
10/30	Exchequer	Am-Exp	Bol1/26 NY11/28
11/16	Worker	Isthmian	Bol2/8 NY12/9
11/20	Explorer	Am-Exp	Bol2/14 NY12/16
11/29	Express	Am-Exp	Bol2/27 NY12/29
12/1	Chemist	Isthmian	Bol2/24 NY12/25
12/15	Executive	Isthmian	Bol1/7 NY1/8
1/1	Director	Isthmian	Bol1/24 NY1/25
1/15	Scientist	Isthmian	Bol2/7 NY2/8

#### COLOMBO

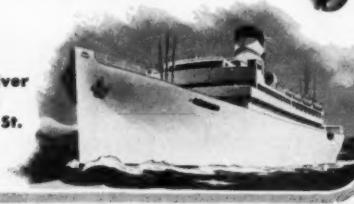
10/16	Exemplar	Am-Exp	Bol1/13 NY11/15
10/28	Exchequer	Am-Exp	Bol1/26 NY11/28
11/13	Recorder	Isthmian	No12/15
11/13	Macharda	Cunard	Sa12/12 No12/17 Ho12/21 Ga12/23
11/14	Worker	Isthmian	Bol2/8 NY12/9
11/16	Explorer	Am-Exp	Bol2/14 NY12/16
11/21	Train	Maersk	NY12/20 Ha1/17
11/27	Express	Am-Exp	Bol2/27 NY12/29
11/29	Chemist	Isthmian	Bol2/24 NY12/25
12/7	Leda	Maersk	NY1/2 Ha1/17
12/13	Executive	Isthmian	Bol1/7 NY1/8
12/15	King	Isthmian	No1/16
12/20	Lexa	Maersk	NY1/19 Ha2/5
12/30	Director	Isthmian	Bol1/24 NY1/25
1/8	Laura	Maersk	NY2/6 Ha2/19
1/13	Traveler	Isthmian	No2/15
1/13	Scientist	Isthmian	Bol2/7 NY2/8
1/20	Anna	Maersk	NY2/19 Ha3/5
2/8	Hulda	Maersk	NY3/9 Ha3/20

#### DJAKARTA

11/11	Executive	Isthmian	Bol1/7 NY1/8
11/18	Leda	Maersk	NY1/2 Ha1/17
12/1	Director	Isthmian	Bol1/24 NY1/25
12/15	Scientist	Isthmian	Bol2/7 NY2/8
12/18	Laura	Maersk	NY2/6 Ha2/19

FOR  
**FAST DEPENDABLE DELIVERY**  
... of your mild coffees  
to United States markets ... rely on  
**UNITED FRUIT COMPANY**  
Steamship Service  
Regular Sailings between  
**GUATEMALA**      **NICARAGUA**  
**EL SALVADOR**      **COSTA RICA**  
**HONDURAS**      **COLOMBIA**  
and  
**NEW YORK • NEW ORLEANS • HOUSTON**

NEW YORK:  
Pier 3, North River  
NEW ORLEANS:  
321 St. Charles St.



SAILS SHIP LINE DUE

**DJIBOUTI**

11/21 Worker	Isthmian	Bo12/8 NY12/9
12/3 Lawak	Nedlloyd	NY12/25 LA1/12 SF1/16 Po1/22 Se1/26 Val/28
12/6 Chemist	Isthmian	Bo12/24 NY12/25
12/20 Executive	Isthmian	Bo1/7 NY1/8
1/6 Director	Isthmian	Bo1/24 NY1/25
1/7 Kertosono	Nedlloyd	NY1/30 LA2/17 SF2/21 Po2/28 Se3/3 Va3/5
1/20 Scientist	Isthmian	Bo2/7 NY2/8

**HONG KONG**

11/11 Golden Bear	PacFar	SF11/28
11/18 Marit	Maersk	LA12/11 NY12/25
11/26 Japan Bear	PacFar	SF12/12
12/3 Sally	Maersk	SF12/25 NY1/10
12/11 Golden Mariner	PacFar	SF12/26
12/18 Jeppesen	Maersk	LA1/12 NY1/27
1/3 Susan	Maersk	SF1/25 NY2/10
1/18 Maren	Maersk	LA2/12 NY2/26
2/3 Rita	Maersk	SF2/25 NY3/10

**KOBE**

11/24 Marit	Maersk	LA12/11 NY12/25
12/9 Sally	Maersk	SF12/25 NY1/10
12/25 Jeppesen	Maersk	LA1/12 NY1/27
1/9 Susan	Maersk	SF1/25 NY2/10
1/24 Maren	Maersk	LA2/12 NY2/26
2/9 Rita	Maersk	SF2/25 NY3/10

**SHIMIZU**

11/11 Johannes	Maersk	SF11/26 NY12/11
11/26 Marit	Maersk	LA12/11 NY12/25
12/11 Sally	Maersk	SF12/25 NY1/10
12/27 Jeppesen	Maersk	LA1/12 NY1/27
1/11 Susan	Maersk	SF1/25 NY2/10
1/26 Maren	Maersk	LA2/12 NY2/26
2/11 Rita	Maersk	SF2/15 NY3/10

**YOKOHAMA**

11/15 Johannes	Maersk	SF11/26 NY12/11
11/30 Marit	Maersk	LA12/11 NY12/25
12/15 Sally	Maersk	SF12/25 NY1/10
12/31 Jeppesen	Maersk	LA1/12 NY1/27
1/15 Susan	Maersk	SF1/25 NY2/10
1/31 Maren	Maersk	LA2/12 NY2/26
2/15 Rita	Maersk	SF2/15 NY3/10

\* Accepts freight for Atlantic and Gulf ports. with transhipment at Cristobal, C. Z.

**Coffee company financial managers**

**elected directors of CIA chapters**

The financial managers of three companies in the coffee industry have been elected directors of their respective local "Controls," chapters of the Controllers Institute of America.

They include W. Lawrence Chapman, controller, Standard Coffee Co., Inc., New Orleans; J. Lowell Johnson, controller, J. A. Folger & Co., Kansas City, and Stanley B. Murray, controller, M. J. B. Co., San Francisco.

**Anyway, it was clean**

In Jacksonville, Fla., W. G. Crews dropped into a restaurant on Main Street about midnight for a cup of coffee, local newspapers report.

"This coffee tastes funny," Crews told the waitress, who promptly offered to serve him a new cup of coffee.

"No, I don't need more coffee. I need a doctor," Crews stated as he became violently ill.

The man was rushed to St. Luke's Hospital where the contents of his stomach were pumped out quickly.

Crews had been served urn cleaner by mistake.

NOVEMBER, 1957

ship that  
"extra cup" of  
*Cafe Suaves*  
on the



Expert Handling of COFFEES

**WARD line**  
**GARCIA line**  
regularly scheduled sailings  
**MEXICO and CUBA**

*Ward-Garcia* CORPORATION General Agents  
PIER 34 NORTH RIVER New York 13, N. Y. • WAtkins 4-4000



**Leon Israel & Bros., Inc.**  
**Coffee Importers**

NEW YORK  
101 FRONT ST.

SAN FRANCISCO  
160 CALIFORNIA ST.

NEW ORLEANS  
300 MAGAZINE ST.

AGENTS FOR

**LEON ISRAEL AGRICOLA E EXPORTADORA S/A**  
(BRAZIL)

**Coffee Planters & Exporters**

SANTOS • RIO DE JANEIRO  
PARANAGUA • ANGRA DOS REIS

**General Agents for Europe**

**ISRAEL (LONDON) LTD.**

110 Cannon St., London E.C. 4, England

### **Weak coffee costs Deep South \$10,000,000**

#### **a year, Lindsay tells New Orleans exporters**

Weak coffee is costing the Deep South as much as \$10,000,000 worth of business a year. The reason: too much water in the coffee pot means fewer pounds of coffee used and this means fewer Latin American dollars to buy rice, paper, machinery and other southern exports.

Speaking before the New Orleans Export Manager's Club, Charles G. Lindsay, manager of the Pan-American Coffee Bureau, presented a detailed report on U. S. exports to these countries, which in 1955 totalled almost three billion dollars for the nation as a whole and \$73,000,000 for the three states of Louisiana, Mississippi, and Arkansas.

"Although the U. S. population has been increasing and although the number of cups drunk each year has been increasing," Mr. Lindsay said, "over-all consumption of coffee, measured in pounds, is down. People have watered down their coffee from the rich full-flavored brew they made in 1949, when one pound made about 46 cups, to the weak, brown water of today, which is made at the astonishing rate of 64 cups to the pound."

"Latin America can buy from the United States only as it has the dollars with which to buy, and the most important earner of those dollars is green coffee. It is now earning fewer dollars from this commodity than it could or should earn, and therefore the U. S. market in Latin America is failing to keep pace with the potential that exists."

Mr. Lindsay exempted New Orleans from allegations of weak coffee, pointing out that the city enjoys a national reputation for its black and strong brew. In the South as a whole, he said, the average cup of coffee is a little stronger than the national average.

"Louisiana, Arkansas and Mississippi," Mr. Lindsay said, "are important exporters of goods to the 14 coffee countries of Latin America. In 1955, the total came to \$10,000,000 for Arkansas, \$17,000,000 for Mississippi, and \$46,000,000 for Louisiana."

"The value of the products which leave these three states every year for Latin America is \$73,000,000," Mr. Lindsay said. "The production of these exports provides employment for nearly 10,000 citizens of the three states, who together earn nearly \$40,000,000."

"Since 1936 our total world trade has increased six times but our trade with the 14 coffee-producing coun-

tries has increased ten times during the same period. The good neighbor republics are much more important customers for the United States and for the Deep South than they were 20 years ago. Trade with them can be increased still more, but this depends first and foremost on Latin America's ability to find a dependable market here in the United States for coffee."

The report which Mr. Lindsay presented to the Export Manager's Club was based on a detailed study of inter-American trade, the most complete of its kind ever undertaken by either a government or a private organization. The study traces back to more than 1,000 U. S. cities the various agricultural and manufactured goods which are exported annually to Latin America.

Leading products which come from the Deep South include machinery, vehicles, lumber, paper products, textiles and rice from Mississippi; rice, chemicals, paper products, and machinery from Arkansas; and rice, petroleum, chemicals, paper products, and lumber from Louisiana.

New Orleans, Mr. Lindsay pointed out, is one of the principal coffee ports of the entire world, with 40 per cent of its total inbound cargo consisting of green coffee.

#### **"There must be an idea . . ."**

*"No matter how small, every grocery manufacturer or supplier of food to the supermarket industry has a chance to win a foothold with a promotion."*

*"If he will give the admittedly less flexible supermarket of today a campaign that has been well planned, which has been brought to the supermarket with time to give notice to all the various merchandising elements in the store, if he will provide the supermarket with usable promotional materials, he will find the bigger supermarket just as cooperative and effective as ever."*

*"But behind all of this there must be an idea—an idea that has appeal to the supermarket and to the supermarket's customers."*

*"If it is another me-too promotion, if it is a promotion designed simply to load the operator's warehouse, if it is, God forbid, a premium that the customer can buy more cheaply in the store's non-food department, the promotion cannot get to first base."*

—Henry B. King, assistant to the executive director, Super Market Institute, speaking at the Premium Advertising Conference in New York City.

Fast, direct  
Freight Service from  
Tea and Spice Ports

PHILIPPINES • CHINA • JAPAN

**IVARAN**  
*Lines*

STOCKARD STEAMSHIP CORP.  
GENERAL AGENTS  
17 BATTERY PLACE, NEW YORK 4, N.Y.  
W<sup>H</sup>itehall 3-2340

**Mamenic Line**

COFFEE SERVED . . . as fine coffee  
shipments should be served!

REGULAR FAST SERVICE FROM  
EL SALVADOR AND NICARAGUA TO  
U.S. GULF AND ATLANTIC PORTS

BIEHL & CO., AGENTS ALL GULF PORTS

UNITED STATES NAVIGATION  
CO., INC., AGENT  
17 Battery Place, N.Y. 4      BOWLING GREEN 9-6000

Some of the point-of-sale merchandising materials being made available by General Foods to promote its coffee mug premium as part of its "Greatest Guy in the World" campaign.



### Coffee mug premium boosts General Foods' "Greatest Guy in the World" promotion

A new promotion has been added to General Foods Institutional Products Division's continuing "Greatest Guy in the World" campaign. Designed especially for food service operators, the company is making available a "Greatest Guy" premium offer for the general public and materials for point-of-sale merchandising.

A 16-ounce china coffee mug bearing the inscription, "The Greatest Guy in the World", and the well-known symbol of the man with the halo is available to the public through restaurants only.

The inscription and symbol are taken from General Foods' campaign "The Greatest Guy in the World—the Man Who Takes His Family Out to Dine."

Promotional material is being supplied by General Foods at no cost to food service operators. Table tents, which contain coupons to be filled out by patrons who wish to obtain cups, window and back bar strips are available to those operators taking advantage of the promotion.

To obtain the cup, all a patron has to do is fill out the coupon and send one dollar to "Greatest Guy" Headquarters, Box L, St. Paul, Minnesota, from where the premium will be sent directly to the customer.

The cup is the product of the Walker China Co., Bedford, Ohio. Made of white china, the cup is imprinted with the slogan and face of the "Greatest Guy" in black and the halo in gold.

### "The Magic Cup" tops 1,000 mark for organization showings in U. S.

The figure for actual showings and advance bookings of the National Coffee Association's film, "The Magic Cup", before school, club and church groups throughout the country has just passed the 1,000 mark, NCA has reported.

This means that during the nine months since the motion picture was made available for such audiences, it has been requested and presented more than 100 times per month before groups which have averaged over 50 persons.

A report from the film's distributor shows that prints have been screened in 44 states, the District of Columbia, Hawaii, and the island of Truk.

"This circulation is noteworthy in both scope and size, especially considering the fact that the period of availability includes three summer months, when there is little activity among the groups which form the audiences for this type of film," NCA said.

In addition to this circulation achieved by the film's regular distributor, five prints have been loaned to the Coffee Brewing Institute's field research men, 24 prints are being circulated by association members who have purchased them, and two others have been loaned to and catalogued by independent film libraries.

The film has also been telecast 70 times in various areas across the country on channels where the number of TV sets within receiving range total more than 10,500,000.

## COFFEE

*Where you want . . . when you want it . . .*

★ Your coffee arrives in perfect condition via Argentine State Line . . . just 13 days from Santos, 12 from Rio to our modern terminal, Pier 25, North River, New York.

★ Fast modern freighters plus 3 new passenger liners serve the East Coast of South America . . . immaculate holds, skilled handling by experienced crews eliminate damage or flavor contamination.

## ARGENTINE STATE LINE

Boyd, Weir and Sewell Inc., General Agents  
24 State St., New York 4, BO 9-5660



ship your coffee  
*via* **Grancolombiana**

COLOMBIA • ECUADOR • PERU • EL SALVADOR  
GUATEMALA • COSTA RICA • CUBA  
MEXICO to ALL COASTS  
of the U.S. and Canada

General Agents  
Transportadora Grancolombiana, Ltda.

New York 79 Pine Street	Chicago 208 South La Salle Street	Detroit 1355 Book Building
Agents		
New Orleans and Houston: Texas Transport & Terminal Co., Inc.		
Philadelphia: Lavino Shipping Co.	Montreal: Robert Reford Co., Ltd.	
Los Angeles: Balfour, Guthrie & Co., Ltd.	Boston: Boston Shipping Corp.	
San Francisco: Balfour, Guthrie & Co., Ltd.	Baltimore: Penn-Maryland S.S. Corp.	

FLOTA MERCANTE  
**Grancolombiana**



## Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Brazil	Supply—1st of Month Others	Month Total
<b>1955</b>							
December .....	2,115	842	1,007	1,849	878	222	1,100
<b>1956</b>							
January .....	1,516	738	905	1,643	780	571	1,351
February .....	1,894	828	977	1,805	880	445	1,325
March .....	2,329	1,126	1,226	2,352	1,192	421	1,613
April .....	1,558	860	716	1,576	822	456	1,278
May .....	1,336	622	694	1,316	695	586	1,281
June .....	1,810	866	837	1,703	930	543	1,473
July .....	1,883	957	828	1,785	1,060	599	1,659
August .....	1,441	729	809	1,538	970	582	1,552
September .....	1,802	912	718	1,630	998	574	1,572
October .....	1,424	804	655	1,459	916	654	1,570
November .....	1,338	650	616	1,266	828	636	1,464
December .....	1,241	735	651	1,386	903	703	1,606
<b>1957</b>							
January .....	1,749	917	809	1,726	1,064	655	1,719
February .....	2,026	906	927	1,833	1,362	611	1,973
March .....	1,956	1,224	1,060	2,284	1,233	668	1,901
April .....	1,209	500	528	1,028	729	547	1,276
May .....	1,431	546	906	1,452	759	663	1,422
June .....	1,301	544	792	1,336	732	606	1,338
July .....	1,122	563	550	1,113	545	635	1,180
August .....	1,588	571	1,044	1,615	599	675	1,274
September .....	1,290	634	579	1,213	667	645	1,312
October .....	1,394	721	884	1,605	704	769	1,473

*Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)*

### New theft and loss policy insurance made available to coffee, tea firms

A new, very broad theft and loss insurance policy has just been composed for coffee and tea distributors, even those operating with as few as four employees.

This reported by Clarence T. Hubbard, as a postscript to his article, "Getting the most for your insurance dollar", in the August, 1957, issue of *Coffee & Tea Industries*.

This latest edition, hot off the presses (perhaps your agent doesn't even know about it yet!) includes the added coverage of "employee dishonesty" and any "loss inside of the premises" and also insures against the added perils of destruction, disappearance and wrongful abstraction of money and securities occurring within the premises or even within a bank night depository safe.

Loss due to forged money orders and counterfeit paper currency is now covered, also any forgery loss caused by depositors. Damage to your premises by vandalism or malicious mischief has been added.

Another new feature gives you protection where you accept, in good faith, Post Office and express money orders which turn out to be invalid. This loss is insured, as are losses from counterfeit currency, either U. S. or Canadian, or the forgery of any checks, drafts and promissory notes.

A natural question which arises is, "Under the employee dishonesty coverage, is it necessary to identify the employee responsible for the loss?" The answer is, "No."

An important thing to understand is that money and securities located on the premises, if consumed by fire, would be recoverable. This is important, because few coffee and tea distributors seem to know that the ordinary fire insurance

policy never insures against the loss of bills, currency and evidences of debt.

Any loss of money and securities, while being conveyed by a messenger, outside of the premises, is fully covered. The policy also allows a whole year in which to discover any losses that may have occurred.

Insurance at the moment is in such a state of flux that you need a closer contact than ever with your agent or broker. The changes are largely in your favor.

At some of the present low rates—forced by competition—it will pay to "freeze them" with a five-year term policy on the premium installment basis. Insurance underwriting for 1957 is in the red. These bargains won't stay at present levels.

### Soluble coffee sales gained eight times faster than for all foods

Soluble coffee sales have increased eight times faster than sales in the food business as a whole.

This fact and other pertinent statistics are revealed in the findings of a soluble coffee shelf space presentation that has been developed by the General Foods Corp. for Instant Maxwell House Coffee.

The presentation throws an interesting light on the complex problem of allocating shelf space for maximum profit, it was reported.

It is a graphic demonstration of the dynamic nature of the food business, with new products causing major revolutions in many sections of the food market.

The survey is currently being presented before leading figures in the food business. Interested grocery dealers may see it by requesting a showing from any Maxwell House salesman.

# Editorials

## Coffee crop reserves — and promotion

Coffee entered a new era last month with the signing of the Mexico City pact to regulate exports to consuming countries.

Size of crops will no longer be a key to price trends, if the pact stands. The key will be decisions by the board of directors in charge of the agreement.

That is, of course, one of the purposes of the agreement. It is a purpose which has already been achieved, for the 1957-58 crop.

With the announcement of the pact, sagging green coffee prices stiffened. A soft market became firm.

Will the pact stand up?

Some coffee people here don't think so. They see stresses—among the signatory countries themselves, and from external factors—which can tear the agreement apart.

But many of these people were also skeptical about the ability of the producing countries to get this far.

The Mexico City agreement, at this moment, is a fact. It exists as a document signed by the participants. Even more important, it exists in the changed tone of the coffee market.

The seven countries in the pact seem to be determined to make it stick.

That determination is unmistakable in Brazil and Colombia. Each of these countries has taken steps to implement the pact. Colombia's decree, which establishes quotas for individual exporters for the November-March period, has a stiff penalty for violators—no export business for five years.

Costa Rica is reported to have carried its pledge on the agreement into an official regulation.

Mexico did it with a ruling that no coffee may be exported until a quantity equal to a tenth of the consignment is physically stockpiled.

El Salvador is setting up a National Department of Coffee to fix quotas and punish violators. President Jose Maria Lemus told a news conference the semi-official Compania Salvadorena de Cafe would be authorized to obtain a \$6,000,000 loan from the Central Reserve Bank to finance the coffee defense program.

Similar actions were expected from Guatemala and Nicaragua, the other signatory countries.

But the strains will be enormous. Brazil and Colombia clearly have the will and the means to carry out their commitments under the agreement.

The other mild producing countries also have the will, but the pressure will be severe.

Most severe, perhaps, will be the pressure of African coffees. These are expected to go to market easily, under the umbrella of the control agreement.

Indications have been given of efforts to widen the coffee agreement to an international basis.

The Mexico City meeting called for the speedy creation of an International Coffee Organization, emphasizing that this would be for a world-wide promotional campaign.

In a press statement, Dr. Paulo Guzzo, who represented Brazil at the Mexico City meeting, and Andres Uribe, who represented Colombia, said the agreement took a leaf from the long-standing agricultural program in the United States to insure farm income.

The coffee program, they said, was similar to that which the United States has had in effect for many years for cotton, wheat, butter and some 70 other farm commodities.

These comments may help explain the agreement to United States consumers, and to justify it. But the final justification will be the effect of the agreement on coffee consumption in this country. From this consumption flows all the factors in international trade so vital to the economies of the Americas.

That is why so much importance must be attached to the remarks by Dr. Guzzo and Mr. Uribe that, coupled with the crop reserve measures, there will be an expanded promotion program to increase coffee-drinking.

The effect of particular price levels on coffee consumption, as long as you're not discussing the peaks, can be debated.

But there can be no doubt about the effect of inadequate promotion—especially today, when the main characteristic of food marketing is fiercer competition and more massive promotions.

One of the more obvious and most dangerous results of the crop reserve program may be in diversion.

It may take the attention, energies and resources of producing countries away from the basic objective of expanding the market for coffee.

Experience makes it clear that coffee withholding can have an immediate effect on the market. But if reserves continue to accumulate, their existence tends to wipe out any gains the withholding program was set up to achieve.

The only final answer to bigger crops is more consumption.

That is why now, more than ever, is the time to "turn on the heat", with new, bold, aggressive coffee promotion.

## Tea's 1957 convention: A "highlight" report

### increased budget



### backs biggest hot tea drive

By GUY S. SAFFOLD, Account Supervisor  
Leo Burnett Co.

This year we have several new elements in the hot tea advertising campaign—elements which we believe will greatly strengthen our approach to the promotion of hot tea. Your industry advertising for the fall is a campaign that beats anything you've ever had. It talks to more people, in more markets, with more frequency, than ever before.

The increased advertising fund, of course, is what makes this possible.

This fall's campaign alone will spend almost as much money on hot tea advertising as was available for hot tea during the entire year of 1956.

Television will be used exclusively for the new campaign.

Television is well suited for the hot tea message. It has demonstrated in the past that it produces the highest number of people remembering the tea campaign. And it has produced them at lowest cost. It is well suited to our problem.

The basic media strategy is this:

**First—Family Audience:** The change to hot tea is largely a family decision, in which the male takes part. Therefore our first basic requirement is a family audience.

**Second—Nighttime Spots:** Spots from 6 p.m. to 11 p.m. develop by far the largest family viewing, so all hot tea spots will be concentrated in this time period.

**Heavy Starting Impact:** This is our third requirement. By peaking the weight of our program at the start, we believe we will generate maximum psychological impact in the TV audiences.

By this method we can increase the size of our effective audience—at the start of the campaign—and capitalize on the mental carryover to the later periods.

The basic pattern for our schedule is this: From October 16th start to December 31st—four weeks at 200 Gross Rating Points, four weeks at 150 Gross Rating Points, three weeks at 100 Gross Rating Points; 11 weeks total, 1,700 Gross Rating Points.

A gross rating point is an advertising term which means that one per cent of the television homes in an area have received one message in a given time, in this case, a week. So 100 rating points means an average of one message for every home in the market, and 200 means an average of two messages for every home—a very high average, comparable to some of the heaviest campaigns on the air. Since not every home is watching, this means that the actual viewers see considerably more than the average of two per week. So you can see that our 200 starting level is a very heavy weight.

Subject to final approval of next year's budget, this campaign will carry on into 1958 without interruption on this basis: From January 1st to March 4th—one week at 100 Gross Rating Points, five weeks at 175 Gross Rating Points, three weeks at 100 Gross Rating Points; nine weeks total 1,275 Gross Rating Points.

This provides 20 weeks of strong advertising for hot tea.

In terms of people, here's how the markets covered have grown. In 1956, we were in these 12 hot tea markets: Chicago, Los Angeles, New York, Baltimore, Boston, Detroit, Philadelphia, Pittsburgh, Washington, D. C., Cleveland, Providence and San Francisco.

For the January-March hot tea period, we used this same group, and we added Portland and Seattle.

For this fall, we are in the original 12 hot tea markets, plus these: Portland, Seattle, Buffalo, Syracuse, New Haven and Schenectady.

We've gone from 12 to 18 markets.

Here's what this means in terms of increased opportunity in 1957 over 1956: 2,000,000 more T.V. homes; \$2.4 billion more food store sales; 2,000,000 more potential customer families.

Our 20 week schedule from October to March in these markets provides an average of 30 messages per home in 20,000,000 homes, an estimated total of 600,000,000 home exposures, and almost 1.4 billion exposures to people.

Tea is going to get important advertising. Up to this point, we've only talked about *how* we're going to communicate.

*What* we are going to say is really the foundation for the new approach to hot tea advertising. As you might expect, a lot of creative effort goes into planning these campaigns each year—and the coming campaign is no exception. There are some spectacular ways that could be used to attract attention to tea, but not all of them can be counted on to sell tea.

Let's review for a moment the basic sales opportunity for tea. In order to know what sales arguments are effective, we have to know why people become regular tea drinkers. The Tea Council has done extensive research on this, has probed deeply into the reasons for starting as a tea drinker—and for changing to tea. This research clearly shows two major reasons: parental influence and dissatisfaction with other beverage habits.

Naturally, we can't do much about parental influence, except to hope that tea drinking families have more children.

(Continued on page 57)

## Tea's 1957 convention: A picture report

### ***Tea puts on a circus — and the big top bounces . . .***



Barker Robert B. Smallwood watches sawdust shenanigans with Mrs. P. C. Irwin and G. I. Wright. That ferocious cannibal (center) is Mrs. H. A. Montague with captive (?) Philip I. Eisenmenger. It's first taste of tea people at fun for H. M. Tibbets, at Salada-Shirriff-Horsey table (right). Helping him through this experience are the R. E. Liptrots, here with the Tibbets' and H. J. Barnum, Jr.'s.



The ringmasters: convention chairman Thomas J. O'Rourke—who does so good a job he's got it for 1958, too—with Mrs. O'Rourke. Mrs. L. H. Blitch clowns as Edward C. Parker, who is dressed for it, does the bunny hop. The roustabout dancing with that nice dish is Ed-

ward M. Thiele; the nice dish is Mrs. Thiele. Heap big injun chief Walter Cusack teaches tribal dance to Mrs. William Galvin. Mrs. Uncle Sam, at the right, is really Mrs. William H. Hall, and that pirate character she's with is P. C. Irwin, Jr.



Catching their breaths during tanbark tomfoolery are Larry Hilaire, Edward J. Vinnicombe, Jr., Mrs. Hilaire and Mrs. Vinnicombe. There's Chief Cusak again, with (clockwise around the table) Miss Susan Jaeger, Miss Diane Keogler, Sahib Bill Jaeger, Mrs. Max (Little Girl) Margolies, William Keogler, Mrs. (Leopard Lady) Jaeger, Max (Little Boy) Margolies and Mrs. Keogler. Under that clown

hat at the right is E. A. Shalders, with tophatted N. R. H. Fleming, R. T. A. (Gorilla) Cooper, tophatted W. Gardner Barker and Mrs. (Senora) M. A. Reilly. That "spectator", which any circus needs lots of, is probably Dexter D. Coffin, Jr. Tea's circus night will be long remembered.

# Starts January 10th-



Every evening during "Take Tea and See" Week,  
Hot Tea commercials will be pouring it on. And  
this year's tea advertising is the strongest yet!

# *B*iggest

# "TAKE TEA AND SEE" WEEK yet!

**MORE OPPORTUNITY TO SELL MORE TEA. Why don't you "tie in and see?"**

There's more of everything coming in the biggest "Take Tea and See" Week yet, January 10-25. Especially more opportunity to move more tea.

**MORE TV**—Over 75 million "Take Tea and See" commercials will be beamed into 22,000,000 homes.

**MORE PUBLICITY**—Most intensive campaign ever for editorial mentions and articles in newspapers and on TV.

**MORE MERCHANDISING**—An all-out cooperative program to get displays up in groceries and restaurants, right at the point of sale!

The whole tea industry will get extra sales from "Take Tea and See" Week—but the more you tie in, the bigger your own gains will be.

So start planning now.

## tea council

of the U. S. A., Inc.

500 Fifth Avenue, New York 36, New York



## Tea's 1957 convention: A "highlight" report

# tea must meet marketing changes

By BURTON V. LE VEE, Vice President  
A. C. Nielsen Co.

Your basic objective is to sell more tea. Actually, in the final analysis, that's ours too.

Unfortunately, we don't know a magic formula. However, we can and intend to provide facts which we believe will help all of us to be better informed. While being well-informed is not the formula of success, I am sure everyone agrees that it certainly can be considered an important ingredient in the process, and an absolutely essential part of good judgment.

With our objective in mind, we hope to accomplish two things here today.

The first is to bring everyone up-to-date with the trends and conditions that exist in retail food stores today, not only for tea but for all products.

And then, *equally important* we are hopeful that by interpretation of present and past conditions we can stimulate the kind of individual thinking that will, through unity of purpose, benefit the entire industry.

There are *three* important interrelated conditions which exist today that have played a major part in revolutionizing the grocery business over the past ten years:

1. Consumers have increased in number.
2. The standard of living in this country has moved up to new highs.
3. Retail food outlets have declined in number and basic characteristics.

An examination of the recent trend for the conditions just mentioned clearly reveals the fact that the revolution referred to is *not over but is actually going on*. As a matter of fact, it may be only starting.

Therefore, any change which we make just to fit new conditions existing today is only a small part of the task. We must be continually re-examining our product and our selling methods in order to be ready to meet future consumer demands.

There have been numerous published guesses that 70% of the grocery store business will be in as few as 25,000 stores by 1960. However, we believe this figure is a bit low. We're guessing that the number will be closer to 37,000.

Tea sales, which are proportionately more important in larger stores than total all-commodity volume, show an even greater concentration of sales, with only about 40,000 stores needed to cover 70% of the tea volume at the present time.

The implications of this contracting universe are self-evident from the standpoint of our own marketing operations, affecting distribution, inventories, packaging, displays, store promotions, etc.

Our sales organizations require constant attention. The operators of these grocery stores are, or soon will be, controlling million dollar businesses. In order for them to operate successfully, they must be staffed with highly qualified personnel, efficient in their operation. This *must be* to survive in a highly competitive and low-profit business.

Perhaps we might get by with fewer salesmen today than we could ten years ago, but obviously, in view of the complexities of the business today, the men must be more skillful, better trained and well-informed individuals, if they are going to be in a position to retain a close relationship with the relatively few but capable store managers and buyers controlling a large share of the all-commodity volume.

Consumer advertising and out-of-the-store promotions, such as sampling and distribution of coupons, have become increasingly important tools of merchandising, because it has become necessary to pre-sell the consumer before she enters the store. Display and other in-store promotional material act most successfully as the final reminder to complete the actual purchase.

Food stores in this country *have* successfully met the challenge of changing conditions and adjusted to the demands of the consumer. This fact is established by a comparison of total grocery store sales with consumer disposable income.

Now, in this rapidly changing marketing scene, where does tea stand and, of vital importance to all of us here, what are the future prospects?

We can assess our achievements to date by a direct comparison of our trend with others over a period of time. The best that can be done in order to peer into the future is to take a good look at the present, and use this as a basis to forecast what we can most likely expect to happen—providing, of course, all things remain equal.

A set of figures we are all familiar with shows U. S. net tea imports beginning with 1950 and running through the year 1956. We have estimated 1957 based on the seven-month rate.

We see a low level in 1951 on the chart, then a growth period through 1954—a shrinkage follows in 1955 and 1956, with an indicated change in trend for 1957. *Estimated*—based on the first seven months of 1957—annual tea imports will reach somewhere near 109,000,000 pounds this year.

Although these figures give us the actual picture of tea imports over the past seven and a half years, they are not sufficiently sensitive to the immediate consumer demand and, therefore, we do not believe provide an acceptable basis for guessing the short-term future.

The best place, we believe, to measure changes in consumer demand for tea is in the grocery stores. As near as we can determine, food outlets in this country account for approximately 75% of all tea consumed, the balance moving through restaurants, institutions, schools, etc.

Tea sales through food stores have remained static for the past two years. We now have available from the Nielsen report consumer sales of tea through August 1st, 1957. Based on this information, we have reason to expect that there will be little, if any, significant improvement in the basic consumer demand for tea through food stores during this year.

If we adjust tea sales for population changes, we clearly see an indicated increase in the consumption of tea between 1951 and 1954, but a distinct and significant reversal in that trend during 1955-56 and 1957.

Let's look at the trend for packaged tea and tea bags.

Tea bag sales have increased from 42% of the total tea pound volume in food stores in 1951, to 55% so far this year.

Without a doubt, the tea bag, which represented a major product change in 1940, has been an important factor in the growth of tea consumption during the postwar period.

The success of this major product change was believed due to the basic convenience appeal over regular packaged tea and was obviously acceptable to the consumer, despite its higher price.

Concern is expressed at this time regarding the amount of volume expansion in the future that can be expected from the tea bag influence alone.

The tea bag, which accounted for 55% of all the tea sold during the first seven months of 1957 on a pound basis, and even higher in share of consumer dollars, may have already made its maximum contribution to the tea consumption growth. At least this is indicated, based on the trend shown.

While tea bag volume in this country is still growing through 1957, it is increasing at a rate no longer sufficient other than to offset the reported decline in demand for packaged tea.

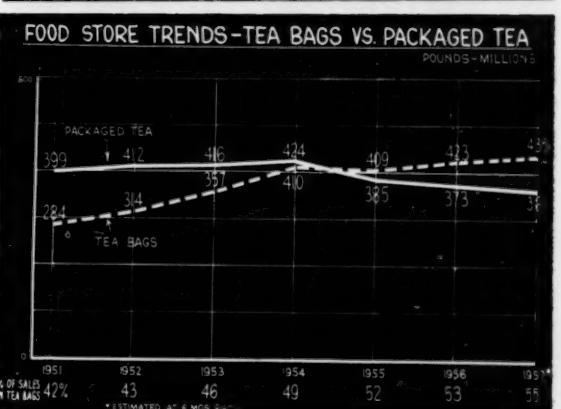
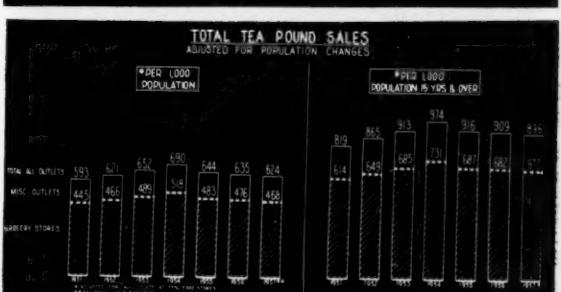
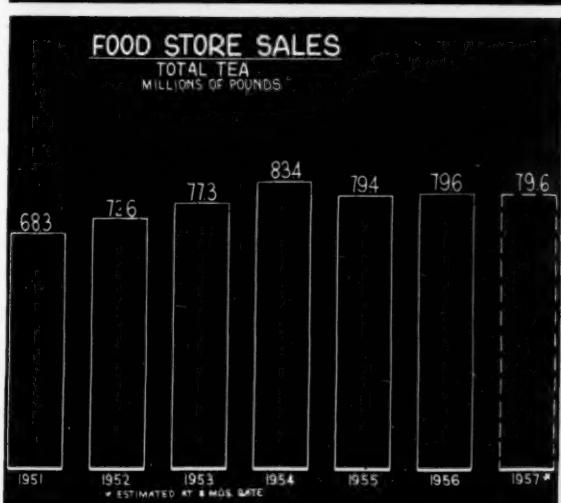
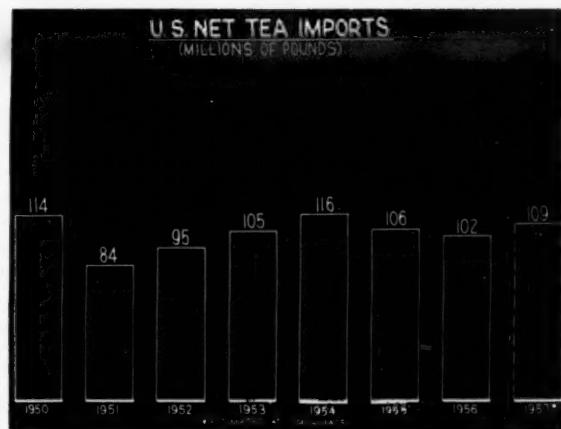
Since 1951, we have seen a marked increase in the special consumer promotions, particularly of the type represented by factory packs which offer additional quantities of tea to the consumer at special prices.

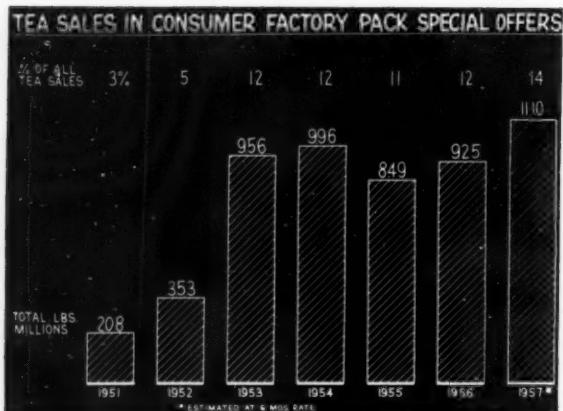
The high level of availability of consumer-special-price-offers during the past four years has evidently done little towards increasing the consumption of tea, but they have apparently produced quite a furor in the market place by the scramble of regular tea consumers to take advantage of the price cut offers and stock up.

Well over 9,000,000 lbs. of tea were moved to consumers through grocery stores at substantially reduced prices as a result of special factory pack offers alone in 1956. The 9,000,000 lbs. represented approximately 12% of all tea sales moving during that year through food outlets.

Best estimates for 1957 based on the first half of the year indicate that the level of factory pack merchandise moving to consumers will be as high or higher than last year and the peak reported in 1954. The estimate looks like about 11,000,000 lbs., or approximately 14% of tea sales moving through food stores.

Perhaps one of the steps that the industry might take in an effort to increase the effectiveness of the promotional dollar would be to try in some way to reduce expenditures





for certain types of consumer and trade promotions, which in the last analysis usually amount to price reductions, and put more money into effective forms of consumer advertising which would help insure a larger flow of new consumers into the market.

The sales trend presently observed for tea in food stores is contrary to a number of other commodities sold through these outlets.

For comparative purposes, we have charted the tonnage trend of 50 food store commodities available from the regular Nielsen reports. Using 1951 as the base, the average volume gain for the 50 commodities amounted to 45%. The tea index change has been below average, with a 16% gain by 1957.

The danger signal appears when we observe the fact that the 50 food store commodity index continues to advance right through 1957, while the tea market remains static. Since 1954, the tea sales index through food stores has fallen about 20% behind the trend shown for the average of the 50 commodities.

This report to the tea industry wouldn't be complete without taking a look at what coffee is doing.

Using 1951 as a base, coffee pound sales of regular and instant combined, through grocery stores, increased about 32%, compared with the 16% gain reported for tea.

However, again the significant factor to take note of here, as in the case of the 50 commodities which we have just examined, is the continuous gain which has been obtained by coffee during the period of time in which tea sales in grocery stores have been static.

Actually, the only interruption in the annual coffee sales growth occurred in 1954, when the price went well over a dollar a pound. Coffee's sales gain since that time gives ample evidence of a complete recovery.

A substantial part of the instant coffee sales growth has been obtained from other segments of the beverage market while regular coffee volume has been relatively well maintained.

This point is illustrated by the fact that *regular* coffee sales in 1957 were equal to what they were in 1951, despite the fact that instant coffee sales in food stores increased over four and a half times in volume during the six-year period and accounts for almost a third of the total coffee sales (on an equivalent four-ounce to the pound basis) in food stores so far this year.

We don't say that establishing instant or soluble coffees as an important segment of the home beverage market came

easy—as a matter of fact, it has taken several years and millions of dollars of advertising and promotion. However, the main point is that its acceptance has now been established and has reached respectable proportions and as a result, has provided coffee with a substantial growth in consumption, which was still going up as of the latest count.

I think many of us will agree, after examining the tea trends through grocery stores and comparing them with other packaged commodities as we have done here, that prospects for the future, based on the present situation, do not look too encouraging. Unless, of course, some dramatic changed circumstance could be injected into the picture to brighten the outlook.

Just what form this dramatic sales factor might take is one I can't answer at this time.

I do know, however, that the need has not been overlooked by the Tea Council and others, and that prospects look somewhat brighter when you list the influence expected in the near future from:

*The increased Council advertising budget, which has really not had sufficient time to produce effective results.*

*The new advertising campaign, which is promised to be a substantially stronger competitive venture into the beverage market.*

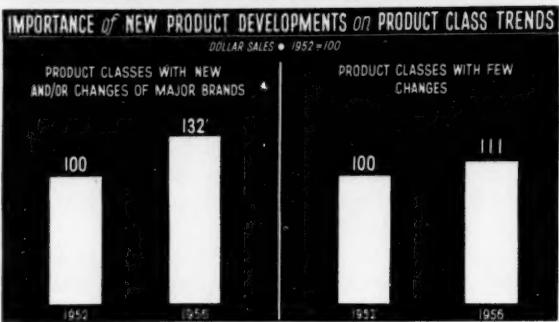
*New intensified effort in the restaurant and institutional field, and the recent availability in quantities of the new larger tea bags.*

I'm sure there are others.

I would like to touch on the subject of new product development and innovations, primarily because these changes have become such an important sales factor, not only in the beverage market but in virtually all industries. The fact that many of these changes are readily acceptable by the consumer is just another example of the changing consumer characteristics.

This is certainly not a new consideration in this industry, because tea pioneered many product changes and improve-

(Continued on page 58)



*Importers  
to the Tea Trade  
since 1846*

---

Carter, Macy Company, Inc.

37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A.

## Tea's 1957 convention: A "highlight" report

# use packer salesmen for "publici-tea"

By FRED ROSEN, Fred Rosen Associates, Inc.

*Fred Rosen Associates, Inc., is publicity counsel to the  
Tea Council of the U.S.A., Inc.*

We all heard the sobering Nielsen report. It was a thought-provoker, I'm sure, for everyone. Perhaps this is a good time to start that kind of thinking and looking for new ideas which the statistics seem to indicate.

We ought to look at everything we're doing with a fresh eye. We ought to look for new ideas and new approaches, toward a total objective of selling more tea; reaching more people with a favorable tea message throughout the United States.

To reach more people with a favorable tea message is, of course, the objective of every promotion, publicity and advertising activity of the Tea Council. The objective of our discussion today is to see if we can convert the tea salesman into a "publici-tea" man.

I say "convert." Obviously we don't want to take him away from selling tea. He has to earn a living. But if we can work out a realistic way of his spending a few hours a year, or a day a year here and there—perhaps during Take Tea and See Week—we have a feeling that he might be able to perform a significant service in helping to place Tea Council publicity and educational materials all over the United States.

We have a lot of materials. If we can get greater coverage for them—if these tea salesmen can reach into local radio stations, local groups, local television stations to a greater extent than we can nationally from New York—I think the advantages are obvious. And—perhaps even more important—in giving him certain materials or ideas, there might be great value in educating the salesman about his own product.

Many men who sell tea, after all, have to sell many other products too, and don't know much about tea.

Now one small digression before we go on. It's a kind of easy assumption that advertising alone can do a total sales job, and solve all the problems of this industry or any other industry. And, obviously, advertising has to be overwhelmingly the most important single tool. However, to push tea ahead on a broad front, to achieve the significant gains that everyone wants, we cannot neglect the other phases of promotion: selling; sales training; merchandising and publicity.

People read things in the newspapers, they watch their television sets, they listen to a favorite radio commentator, and there is a tendency to believe, to open their minds to advertising material despite resistance and competition from other quarters. Remember, we're trying to change masses of habits and opinions on a very large scale.

I think publicity—in the *editorial* pages of newspapers, the *editorial* portions of a television or a radio program—has a special value and is, in many situations, likely to be received and believed.

*Can tea packer salesmen use public relations techniques—especially in the booming suburbs where many of them live—to help build the basic market for tea?*

*That's the question put by Fred Rosen, as moderator, to a workshop panel at the 1957 convention of the Tea Association of the U.S.A.*

*On the panel were four top tea men: H. W. Chapman, of the Dannemiller Coffee Co.; J. P. Graham, Tetley Tea Co., Inc.; R. E. Liptrott, Salada-Shirriff-Horsey, Inc.; and E. J. Vinnicombe, Jr., McCormick & Co., Inc.*

Tea Council publicity results are good, and some are extraordinarily good. But there's always the tantalizing feeling that perhaps we could do more. And the basic limitation is, of course, manpower. There's a limited staff. There's a budget limit to be adhered to. But also there is a new factor in American life, the increasing move to the suburbs we hear about all the time.

More and more the way to reach people, or another opportunity to reach people, is to reach them where they live in the suburbs. You can have stories in large metropolitan newspapers or television stations, and they're fine. But there's also a growing consciousness among people who commute to work that there are local newspapers, local community organizations, etc. There are many ways of reaching people which didn't exist, say, 20 years ago.

So just to see what might be possible in a typical suburban city, we went to White Plains, N. Y. to analyze the publicity or information channels there.



Forum, moderated by Fred Rosen (far right), discusses new role for packer salesmen

There's a new daily newspaper, two weeklies, a radio station, 13 schools, 55 churches, plus—even more important in a sense—25 different clubs and organizations, including business and professional women's clubs, Rotary, Moose, Elks, YWCA, Women's Republican Club, etc. These groups have meetings, many of them have bulletins. There are opportunities to reach directly the membership of these clubs and groups.

Well, what did the Tea Council publicity materials do in White Plains last year? On the daily newspaper we had two stories. The weeklies carried one story. The radio station, one broadcast. And 13 schools booked a film, film strips, etc.

Nothing was done for tea in any organization or club in White Plains, as far as we know. There was no tea talk or tea film or tea message delivered to any one of the 25 groups during the year. Which brings me then to the real, first point of this discussion . . .

There are now tens of thousands of White Plains' across the United States, tens of thousands of booming suburban cities in which people live in suburban life which is creating local opportunities. Perhaps, then, the "publici-tea" man, the tea salesman, who can be educated about tea, who can be enthused about tea, might have materials given to him, or ideas certainly given to him, so that he *can* go to these groups; he *can* go to the local radio stations or the local newspaper. Perhaps he *can* generate a lot of talk about tea and thereby help us do the job we're all so interested in doing.

**MODERATOR ROSEN:** Ted, to start with, what's your immediate reaction to using salesmen as publicity men?

**LIPTROTT:** I think it's an excellent idea, Fred. I'm sure that we have a lot of young men in the tea business who will be very happy to do a terrific job in this club area.

**ROSEN:** The club area, particularly, is the one you think is the important one?

**LIPTROTT:** I think there's a tremendous opportunity in the club field for tea men to go along with their wives to some of the meetings and do a real job of telling the

story of tea in their local communities. And I think the closer we can get to the grass roots, the closer we can get to family life, the sooner we'll get more people to drink tea.

**ROSEN:** Ian Graham, have any of your sales people tried any of these activities?

**GRAHAM:** Yes, on quite a few occasions. I believe, though, that we're a little bit starry-eyed if we think we should go for 2,000. It's got to be selective, and in all probability it's got to be voluntary. Then we'll really get it across.

**ROSEN:** You think salesmen should volunteer for this kind of work?

**VINNICOMBE:** Well, one thing that we found out when we did some of the TV programs for you in the past year is that it isn't every guy who can do this kind of stuff. And I'm not so sure that in our business we'd want to have every one of our men doing it. He might get a negative reaction.

But there's one thing we found is certainly very necessary, and that is to give an individual a lot of product information and product education. I think that you would have to—in the kit that you might make up for a salesman. I think we're going to have to teach them a little more about tea than we have since the war. Our salesmen are not nearly as well educated on tea as we might think.

**ROSEN:** What do you think of that point, Chester? That salesmen are not as well educated on tea as we might assume?

**CHAPMAN:** Well, I think Harold O. Smith emphasized that when he mentioned that his wholesale grocers had requested more information on tea for their salesmen. Also needed possibly, is some education on the fact that we do have the advertising material they seem to think we lack.

**ROSEN:** Somebody want to comment on that?

**LIPTROTT:** Chester made a very good point. Undoubtedly there are many people calling on the trade who aren't as familiar as they might be with tea. On the other hand, the wholesale grocery man carries three

(Continued on page 60)

## Tea's 1957 convention: A "highlight" report

# independents can help you sell more tea

By HAROLD O. SMITH, Jr., Executive Vice President  
United States Wholesale Grocers' Association, Inc.

If I were a food manufacturer, I would most certainly want my product in the big corporate chains. They are wonderful merchants and do a great job of selling. I would, of course, hope that my product would get a fair break on prominence, especially in relation to competitive lines and private labels.

However, it is a fact that when you sell to a corporate chain, your product goes into just so many warehouses, each serving only retailer outlets of that chain.

Almost always, there are several independent wholesale grocer warehouses in each of these markets servicing large numbers of retail stores, supermarkets and institutional accounts and moving a far greater volume of your kind of product than that particular chain warehouse.

We all know that "the prophets of doom" have long predicted that the independent retailers and the independent wholesalers were on their way out. Fortunately, these predictions are proven inaccurate. The independent food distribution industry developed solutions to its problems, thereby creating growth opportunity.

The facts are that during the past two decades the grocery store volume of chains versus independents has not varied more than about one per cent. The 1957 edition of "Facts in Grocery Distribution", published as a service to the food industry by Progressive Grocer magazine, shows the estimated 1956 food and grocery store sales: independents \$27,000,000,000, chains (with 11 or more units) \$15,500,000,000, specialties stores, \$4,900,000,000—a grand total of \$47,400,000,000.

The chains are shown as having 18,000 stores, whereas the independents have 292,000 stores, with an additional 91,000 specialty food stores operated by chains or independents. This total of 401,000 stores is a lot of outlets, which I believe we may properly assume reach out to serve every consumer—and all carry tea.

Of course, as individual manufacturers your natural question is—How many of them carry *your* tea? Is *your* tea prominently displayed, or hidden back in some dark corner? Is it always in adequate supply, or are sales often lost because of "out of stock" condition on your product?

These answers may very well be found in your policy on distribution and just how your policy and planning reflect your attitude towards the independent wholesale grocers.

I sought the views on tea of a cross section of our members. I shall pass on to you some of the comments and suggestions from prominent wholesale grocer members in Arkansas, California, Florida, Georgia, Illinois, Kansas, Louisiana, Maine, Maryland, Massachusetts, Hawaii, Minnesota, Mississippi, North Carolina, Pennsylvania, South Carolina, Texas and Wyoming.

One wholesaler reports that most of their tea purchases are from one manufacturer and they are well satisfied with their institutional distribution of tea. However, they have a 600 lb. minimum shipment for wholesale grocers distribution, which we must take or be penalized 2¢ per pound. In addition, it is necessary that we book twice a year, and this too entails a great deal of study from the standpoint of buying.

In this day of supermarkets and cooperatives, the stores are being serviced by preprinted order forms. We feel that the independent wholesale grocer, in continuing to use well trained salesmen, lends a great deal toward the good that a wholesaler can do for a manufacturer at point of sale. This naturally makes for better cooperation because the wholesalers are thinking more retail. I feel that the tea companies should work more closely with the independent wholesalers. Although it is generally admitted that probably 80% of the volume now comes from 20% of the buyers, I feel that the profit still is heaviest with the 80% of the buyers who do the smallest amount of business. Volume is fine, but there is no substitute for profit.

Another exceptionally well qualified wholesaler reports that tea suppliers have not reorganized themselves to the pattern of distribution as it takes place today. Many of them have expensive selling methods, using salesmen to sell retailers direct. They favor drop shipments. They place special emphasis on loading a customer with surplus stock rather than emphasizing turnover. And, of course, many of them give special discounts to wagon distributors.

Many of the tea companies have display allowances which retailers can receive only through their factory representative. This means that at no time can comprehensive coverage of the trade be made to facilitate an overall sale or promotion. One man cannot conceivably cover all the stores in a group in preparation for such a promotion. The trend has been that headquarters sets it up, arranges the promotion and the manufacturer makes the display allowance available at headquarters, where it is woven into the price as a special and passed on to the retailer. This is becoming more and more the method by aggressive manufacturers.

*One of the very excellent wholesale operators* is concerned because of retail deals which seem to favor corporate chains.

Since the tea packer's salesmen make very infrequent calls on retailers, the deal is not often available to the independent retailer. However, with the corporate chains, the buyer makes his purchases and gives the tea packer's representative a list of markets to which products will be shipped and immediately, or shortly, a credit is given to the chain for the retail display allowance.

This wholesaler has repeatedly requested the tea packer to permit him to offer the deal direct to the retailers in his voluntary groups and to accept their certification for shipment so that the retailer could receive the advertising or display allowance. However, this request probably never reached proper policy levels, with the result that the corporate chain has a decided advantage over the independents, which raises the question as to whether or not this may be "walking the tight rope" with respect to the Robinson-Patman Act.

Another wholesale grocer emphasizes the importance of eliminating discriminatory practices. That is, make each promotion available to all stores. Make all promotions available to the wholesaler. Do not allow promotion to cause one store to look good—on price or deal—and many to look bad because the deal only fits the super or specific stores. He feels that the shelf space in the smaller store has been neglected. The manufacturers' natural pitch is to the larger stores. Help needs to be given to the smaller stores where they do have shelf and display space that is very valuable. Actually, many of these small stores sell a fairly large volume of tea.

Some random views from other wholesalers:

Increasing attention is being given to turnover in relation to profits—both turnover of capital and turnover of warehouse and shelf space.

Tea brought into the warehouse in the winter, four or five months before it really starts to move, takes up warehouse space and, even though the requirement for payment is delayed, the wholesaler still has his money tied up in inventory a good part of the time.

A special discount for early buying or making the tea

available around the time it is needed would meet this problem.

There is some concern about tea being recognized in our area as a summer beverage. There should be more emphasis placed in the advertising to make tea a 'year round' drink—not hot for fall and winter.

In line with this, we find large carryovers some years. This means that we will keep a stock from September until April of the next year, with only occasional sales. Could there be established a program for the jobber to bill the carryover back to the manufacturer on October 1st? They would send their checks for this tea, and it would be rebilled to the jobber. There is precedent for this in other fields.

A serious problem is created for the wholesaler by the manufacturer giving the retailer a 50¢ to 75¢ per case allowance. In the case of a group of stores, a fictitious invoice may often be used to obtain this allowance. This brings on a further problem, in that the retailer is frequently overloaded and has a sizeable carryover at the end of the season which he returns to the wholesaler, demanding full credit. If the retailer is a good grocery customer, the wholesaler usually gives him this credit, even though it means a 50¢ to 75¢ profit to the retailer and a loss to the wholesaler.

All too frequently the tea manufacturer's salesman quotes the independent retailer the jobber's cost on tea.

Quite a number of tea packers are beginning to realize that for complete distribution, tea can be more economically sold in volume through wholesale grocer distributors who call on virtually every retail account, making regular deliveries in the quantities needed, thus giving the greatest assurance to overcoming the "out of stock" problem.

TETLEY TEA  
is specially made  
for tea bags

Blenders  
of the World's  
Finest Teas for  
Over 100 Years

TETLEY TEA CO., Inc., New York  
MEMBER OF THE TEA ASSOCIATION OF THE UNITED STATES OF AMERICA  
JOSEPH TETLEY & CO., Ltd. London

Here are a few constructive suggestions, and we trust they will be taken under advisement and in the light intended.

1. The past, accepted pre-booking 'loadings' with early booking allowances should bear careful study, in that returns from the retail level are on a rapid increase. Retailers are now finding that due to such things as climatic conditions, personal financial pinches, etc., they must return a portion of their previously booked order. In an effort to keep the retailer from biting off more than he can later chew, we strongly urge tea distributors to instruct their field men not to load an account, and to remind such retailers that their signed pre-booking is a valid contract requesting a specified shipment to him which he must later accept in its entirety.

2. We suggest the desirability of granting datings on tea bookings to wholesalers when they use such a financial operation within their business. Some will immediately move out their tea at cost price, and then reuse the tea company money until the invoice due date, as an important means of financing their business.

3. We have no complaint about packaging. We are able to buy in cases consistent with the requirements of our customers. We do, however, have to break  $\frac{1}{4}$  lb. cases (this is the most popular size). We frequently have sales in dozens.

If the 24 unit  $\frac{1}{4}$  lb. case could be packed in two cartons, each with 12  $\frac{1}{4}$  lb. packages, and the 48  $\frac{1}{4}$  lb. could contain four cartons, each 12  $\frac{1}{4}$  lb., it would be a big help in solving the broken case problem.

This would save quite a lot of time when filling dozen sales and would eliminate broken cases in the warehouse.

4. The tea packer would see additional benefits if he

would assist the wholesale grocer further in his advertising problems, including the offering of window banners, streamers, price cards, etc.

5. We feel that the Tea Council could help considerably by encouraging their tea packers to make available to the independent distributor all deals, allowances, advertising, etc., that are made available to the chains, many of which we are not now able to participate in.

6. It would be a good idea if the tea manufacturers would make available advertising material for store window displays, and suggestions as to successful feature ads. Tea is more profitable to both wholesaler and retailer than most beverages, such as coffee. A better selling job by the tea industry to get more people to drink more tea would assure better cooperation between retailer, wholesaler and the tea manufacturers.

7. An educational program for salesmen, both wholesale and retail, would be worthwhile. My idea behind this is that the more a person knows about the product being sold the better salesman he naturally becomes. I do not believe there is enough information easily available to salesmen dealing with the production of tea, its origin, different grades and types, etc. I think also that a long range program of consumer advertising by the industry as a whole rather than by brand would be helpful, as well as close attention to the changing trend in packaging and display cartons, so as to get more eye appeal.

Someone has to get behind tea—just like anything else—and sell it, or spark someone else into selling it.

The Tea Council has made a good start. This can hold a very exciting and rewarding future for you and for all packers of tea.

---

## HENRY P. THOMSON, INC. TEA IMPORTERS

89 Broad Street  
Boston, Mass.

120 Wall Street  
New York 5, N. Y.  
*Member: Tea Association of the U.S.A.*

605 Third Street  
San Francisco, Calif.

**increased budget  
backs hot tea drive**

(Continued from page 44)

But our advertising can work on the dissatisfaction.

This fall, Tea's campaign is frankly competitive, frankly aimed at those people who are *right now* thinking and worrying about their present beverage habit.

These people are disturbed—physically and psychologically—by notions of sleeplessness, by nervousness, by a guilty feeling about being trapped in habit and yet are putting off the change they know they should make.

They are *ready* for change; they are *going* to change. This is our market. These are the people that tea is going to talk to this fall.

The object of tea's advertising is to make it easier for this mass of people to turn to tea as their regular beverage.

In trying to reach this group of dissatisfied people, it was our intention to *appeal* to this feeling of guilt, but not to become *dogmatic* about it. We did not want to "lecture" to the point of causing resentment on the part of the very people we were trying to woo.

Hence, we arrived at a technique which we call "Voice of Conscience." In this technique each individual portrayed—through the voice of his own conscience—literally talks himself into the switch to tea, based on his own personal knowledge of the troubles his present beverage has caused him.

We hope in this way to avoid causing any resentment which might be incurred by having an outside agent hammer and lecture some poor guy into giving up his present beverage. After all if your own conscience tells you a thing is bad for you and you make up your own mind to avoid it, you've no one to argue with but yourself.

You will notice that we have not only employed a voice of conscience, but a visualization of that voice as well. We think this creates a solid unit which will have great TV impact on the market we seek.

Four television commercials are 20 seconds each in length. They make use of our voice of conscience technique to present our message about tea, and we feel they do it very quickly and very strongly.

Another film is a 60-second one. The greater length makes it possible for us to develop further the positive aspects of tea. We have been calling this spot "The Spirit of Tea"—and we feel it really is just that. It is the most complete portrayal of the pleasures of tea that we have ever produced. Yet it also includes the same strong competitive approach which is basic to this year's campaign.

"The Spirit of Tea" is a good companion piece to our "Voice of Conscience" spots. Together they make a powerful program for tea. The tea industry is getting bold, powerful support from the Tea Council campaign this fall.

**McKissock joins Quarter Century Club**

Allan McKissock, Jr., last month became a member of the Standard Brands Quarter Century Club.

Head tea buyer for the import division of Standard Brands, Mr. McKissock started with the firm as a tea laboratory technician.

NOVEMBER, 1957

**L A R G E**

**enough to handle  
all your business**



**S M A L L**  
**enough to  
handle it personally**



**IT HE COMPLETE TEA BAG PACKING SERVICE"**

**Tea Pack Company, Inc.**

367 GREENWICH ST., NEW YORK 13, N. Y., DIGBY 9-0748

**WE PACK YOUR TEA UNDER YOUR BRAND**

*Member: Tea Association of the U.S.A.*

## **tea must meet marketing changes**

(Continued from page 50)

ments, among which turn out to be the tea bag. There have been others, but none quite so dramatic in the long-term influence.

However, we see evidence, from examination of a large number of brands and commodity trends available in the Nielsen Index, that the appearance of entirely new products and radically changed old ones have been stepped up noticeably in the last ten years. Obviously, the primary influencing factor creating this speed-up has been this changing characteristic of the consumer and the conditions under which he lives.

From our examination of a number of successful commodities—those that are currently enjoying a rise in consumption—virtually all of them had one or several major product changes or innovations that were heavily promoted during the recent past, an important contribution to the continuing sales growth.

We recently examined 100 new brands or changed forms of old brands found in grocery stores, in order to learn more about the characteristics of these new products. By examination, we determined that generally speaking the new characteristics offered the consumer by the new brands or product changes could be classified in one of four major groups.

The new product offered the consumer:

A more convenient way of use.

Improved quality.

New uses (flavors, types, sizes, etc.) and/or was less expensive to buy or more economical to use.

The significant revelation from the study of the 100 brands was the predominance of convenience of use as a major characteristic offered as a reason to buy. Convenience of use as one of the major characteristics was found in 67 of the 100 brands examined.

With convenience of use evidently being considered such an important sales influence by a large number of the manufacturers of new brands and products, we got curious as to exactly what form this convenience of use actually took. By examination, we were able to narrow classifications of the forms down to three major groups, as follows:

1. New product forms of existing products or commodities—such products as instant coffee, minute rice and non-fat dry milk would fit in this group.

2. Packaging innovations which would include products packaged in new and easy "way to use" containers—Jet Bon Ami in this group is the best example I can think of offhand.

3. New product concept. This would include products similar to and including cake and cookie or frosting mixes and other fully prepared products ready to use, offering the consumer the convenience of built-in maid or chef arrangement.

In about half the cases examined, convenience of use was conveyed to the consumer as a new product form of an existing one, with the change designed to provide the consumer with an easier way to use the commodity. Instant coffee is a prime example in the beverage field.

About 40 of the brands examined ended up classified as entirely new packaged products that had not existed before.

(Continued on page 60)

## **IRWIN-HARRISONS-WHITNEY INC. TEA IMPORTERS**

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)  
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJARKATA (JAVA) • LONDON (ENGLAND)  
MEDAN (SUMATRA) • TAIPEH (FORMOSA)

## **HALL & LOUDON**

ESTABLISHED 1898

### **TEA BROKERS**

We offer a comprehensive Tea Brokerage  
service based on experience of many years.

91 WALL ST.

NEW YORK CITY 5

## Holiday road safety drive sponsored by Canadian Tea Council

For the fourth consecutive year, the Tea Council of Canada is sponsoring a road safety campaign during the Christmas -New Year holiday season.

During the latter half of December, the Council's extensive radio and television schedules will center on the safety drive. A representative showing of billboards in the 20 major Canadian population schedules and frequent insertions in 62 daily newspapers will augment the program.

The theme is: "If you DRIVE . . . drink TEA!".

Streamers and bumper stickers are important tools in the campaign. The Tea Council arranges their distribution through service clubs, safety organizations, public bodies and, of course, the tea trade. Last year over 140,000 pieces were distributed.

During the past three years this campaign has been unusually successful in creating good public relations for the tea trade, the Tea Council of Canada reports.

It has been commended by provincial and municipal authorities, as well as safety associations, service clubs, the press and the general public.

## Canadian Tea, Coffee Association names C. A. M. Cooke president

C. A. M. Cooke, of Nabob Foods, Ltd., Vancouver, B. C., was named president of the Tea and Coffee Association of Canada at the organization's recent convention, held at the Seigniory Club, Montebello, Quebec.

## A. N. Baldwin on trip to U. S. and Canada

A. N. Baldwin, representative of Alex. Lawrie & Co., Ltd., London, arrived in New York City last month aboard the Queen Elizabeth for a visit to this country and Canada.

While in New York City, he made his headquarters at the offices of George C. Cholwell & Co., Inc., their agents.

He planned to return to London on the Queen Elizabeth early this month.

## Dholakia in from Calcutta

A. S. Dholakia, of Siewert & Dholakia Pvt., Ltd., Calcutta, tea ex-

porters, called on tea firms and friends in the trade in the United States during a tour last month.

Mr. Dholakia came here after visiting West Germany for the Calcutta Tea Board, of which he is a member. He also stopped off in London.

Mr. Dholakia planned to visit San Francisco and possibly Toronto before returning.

## John Brooke presents watches to long time Old Slip employees

John Brooke, chairman of Brooke Bond & Co., Ltd., London, last month

presented watches for long service to two members of the staff of Old Slip Warehouse, Inc.

Bernard J. Etrie, president of the company, had completed 25 years of service with the company, and John Halkerston 27 years.

## African tea man here on visit

Charles A. Male, managing director of the African Lakes Corp., with tea estates in Nyasaland, was in the United States last month.

He visited the firm's New York City selling agents, the Greene Trading Co., Inc.

When you ship  
**TEA**  
APL speed, APL handling saves time, saves cargoes, saves money

SPECIFY APL—and see your tea shipments arrive on time... your invested capital go back to work faster! Ship via APL's fleet of modern vessels on three major trade routes offering fine facilities for fast, safe cargo handling on board and ashore!

To insure product quality all the way, APL makes its holds teapot-clean before taking tea aboard, guards this delicate commodity with expert stowage and "climate control" through the latest dehumidification systems.

See your Freight Forwarder or Broker for schedules and bookings... Make the "Presidents" part of your distribution system today!

TRANS-PACIFIC  
ROUND-THE-WORLD  
ATLANTIC-STRAITS

AMERICAN PRESIDENT LINES  
General Offices: 311 California Street  
San Francisco 4, California

U.S.  
SILVER

## **tea must meet marketing changes**

(Continued from page 58)

For lack of a better name, we called them new product "concepts."

Only twelve offered convenience of use via packaging innovations.

Needless to say, virtually every manufacturer recognizes the need and the desirability of participating in new product developments, but there seems to be a parting of the way when it comes to deciding who's going to try it first. Unfortunately, due to a variety of circumstances that must be carefully considered in any individual situation, there is no generalization that we can possibly make at this time regarding whether a manufacturer should pioneer a change with its inherent risk or just wait it out until someone else has pointed the way.

However, from our studies, we have seen evidence strongly suggesting that those with a good understanding of consumer needs and desires plus a certain amount of creative imagination and willingness to take a chance can profit handsomely in the pioneer venture.

The originator, innovator, or pioneer, whatever you choose to call a brand that took the chance, in the majority of cases we examined, ended up with a substantial sales advantage.

The originator brand averaged two to one in sales over the second brand and four to one over the third brand after a minimum of three years.

I don't know of anyone that has made a comprehensive study regarding the economics involved in doing business as originator compared to a follower.

However, I suspect that there is nothing unusually profitable about being an imitator, even a good one. While the initial investment by the pioneer might be considered high, the going rate after a reasonable period of time shows a more favorable relationship between advertising (including promotional cost) and sales revenue for the leader in most of the cases that we examined and could isolate.

Of course, there have been many unsuccessful ventures. The foregoing presupposes that the product innovation is acceptable to the consumer. While all the risk can not be eliminated beforehand, it certainly can be dramatically reduced by using many of the new and improved research techniques.

It is obvious that new developments are major factors determining whether or not sales progress is to be accomplished

for individual brands and subsequently for entire industries and, therefore, can't be overlooked in future planning.

In competing in the beverage market, or any other market for that matter, the greatest security over the long pull will come from the constant attention given the acceptability of our product in connection with changing consumer habits and preferences. This is a fundamental requisite which is all too frequently minimized.

If we accept (with moderation, of course) the philosophy that every change presents a challenge and a new opportunity, we need never be concerned about "tomorrow."

## **use packer salesmen for "publici-tea"**

(Continued from page 53)

or four thousand items. And he's not going to be an expert on them all.

But our own representatives calling on the wholesale trade, calling on the chain store trade, can certainly do a great deal towards educating more of these people, who in turn can influence the consumer to buy tea. I think education of our own men is very valuable.

**ROSEN:** What does one have to provide companies like yours to have you educate your salesmen about tea, its virtues, its superiority? What do you need from the industry—or can you do it yourself?

**LIPTROTT:** Well, it should be a combination effort. We have a certain amount of information. Whether it's in the form that the men can absorb quickly enough I'm not prepared to say. But you, with your particular flair for making things easily understood, you and the Council staff can prepare something that will put the story over in simple language, and come up with some pretty convincing arguments as to the value of tea.

**VINNICKOMBE:** It's obvious to most of us in business who have salesmen under our control that a salesman today is expected to do about three times more than he can accomplish. He has to work all day long and then he has to spend half the night working on paperwork in order to get the orders in—or at least that appears to me to be the way it is. In a lot of instances, the salesmen are on a commission basis and they couldn't care less about doing extra-curricular activities. So it behooves us as management to sell them a bill of goods. You can't drive them into this thing, you've got to lead them into it. And it starts right at the top to get this thing across.

Now, you've got to have some way of getting it across to them, and you can't take each man individually and do this. You're going to have to teach people—your supervisory organization; your regional sales managers; your district sales managers. Somehow you've got to get word to them. So I think that it might be well for us to try as an Association and as a Council to put together a presentation of visual aids. You would be accomplishing a great deal.

It could be taken into our sales meetings in different parts of the country. And when that's through, then the salesman could have this presentation to give the story properly. We could make tremendous inroads in the club and association fields.

(Continued on page 71)

**TANDAN BROTHERS**  
3, SUKHLAL JAHURI LANE, CALCUTTA 7 (INDIA)

**Shippers of  
Fine & Common Indian Teas**

OFFERS WILL BE MADE BY AIRMAILING  
ADVANCE SAMPLES FROM WEEKLY CALCUTTA  
TEA EXPORT SALE, EXSTOCK AND  
DIRECTLY FROM GARDENS.

CABLE: HIGHPEAK, CALCUTTA. CODE ABC 6th EDITION

# Packaging

## Nescafe sales promoted by Jak-Et-Pak

The Nestlé Co., Inc., White Plains, N. Y., is packaging two two-ounce glass jars of Nescafé instant coffee for special sale in a Jak-Et-Pak carrier printed to promote the offer. This is the first use of the wrap-around Jak-Et-Pak carrier for glass jars.

Jak-Et-Pak is a patent-pending product of the Gair Box-board and Folding Carton Division of the Continental Can Co. The system consists of a wrap-around carrier and a new high-speed packaging machine.

The carrier is constructed to lock, in addition to being glued, which eliminates the need of a compression section in the machine, reducing its size by at least one-third. The machine stops automatically if either the carton blanks or the jars are not in position for packaging. Up to 120 carriers can be filled per minute.

The wrap-around carrier is printed red and brown on light coffee colored Tufboard.

The design shows a jar of the instant coffee, with brief

Two jars of Nescafé, the two-ounce size, in the Jak-Et-Pak carrier printed to promote the special Nestle Co. offer.



copy to indicate the special offer being made. The extra strong and rigid board was selected to provide adequate protection for the glass.

## American Can, Marathon agree on plans for merger

The American Can Co., leading manufacturer of metal and fiber containers, and the Marathon Corp., a major producer of pulp, paper and paperboard, have reached agreement on terms for merging the two companies, it has been announced by William C. Stolk, Canco president.

A special meeting of American Can's stockholders has been called in New York to vote on approval of the merger. Marathon's stockholders will be asked to take similar action at a meeting in Menasha, Wis.

Commenting on the prospective acquisition of the paper company and its forest reserves, Mr. Stolk said: "The merging of Marathon's modern paper production facilities with our operations will be a major step forward in Canco's program of integrating raw materials supply with our manufacturing operations wherever feasible and practical. Illustrative of this philosophy has been

the institution of our tinplate and steelplate coil processing program.

"For 40 years, we have been a major user of paper. The addition of paper production facilities will assist us to supply directly a portion of our paper requirements and provide a measure of control over the cost of one of our increasingly important raw materials."

Mr. Stolk pointed out that competition "becomes even more forceful" for Canco when competing companies have an integrated operation. "It is, therefore, essential that we provide similar economies in our operations to protect our competitive position," he added.

Canco will continue to purchase substantial amounts of its paper requirements from other suppliers, Mr. Stolk said, and Marathon will continue to serve other companies as in the past.

## Aluminum cans offered by Continental Can Co.

The Continental Can Company is on the market with aluminum cans in several different styles, General Lucius D. Clay, chairman of the board, has announced.

In addition to conventional three-piece and drawn cans which will be commercially available immediately, Continental early next year will offer aluminum cans formed by impact extrusion.

The aluminum containers, General Clay said, will initially cost significantly more than conventional tinplate

cans. The differential, however, is expected to shrink progressively as aluminum manufacturers are able to trim costs by more efficient production of can stock, and as manufacturing processes are improved.

"The cost and supply factors have been the only material obstacles to wide commercial use of aluminum cans," General Clay explained. "Continental has been making them experimentally for 24 years, and already has turned out several million for commercial tests."

# San Francisco Samplings

By MARK HALL

■ ■ The coffee market this fall did not run according to tradition—unless you say that the movement came later than in other years.

In late summer there was a feeling that in September or thereabouts a strengthening of prices might arrest a falling market. The low point was reached in the early part of October, when December futures reached 47.98. However by October 22nd, prices jumped to 53½ for Decembers.

Opinion here is that this jump in both Brazils and Colombians was brought about by the situation of roasters, who were, with their low stocks, beginning to need coffee. Strong spot prices during this period would bear this out. While the Mexico City meeting could have added strength to the upsurge, the movement actually began some weeks before.

Action of the market since that meeting, which was a selling off from the highs, has led local men to feel that in the long run, regardless of controls, prices will be on the weak side.

The actuals market for future delivery has not shown the spread of futures. Importers report that business is running along at a better level than it has in the past. Roasters can't put off buying for any length of time. The dull market for green men began last May. The boys are feeling more cheerful now.

■ ■ Another coffee man from the thinning rank of "oldtimers" has passed on. Harry D. Maxwell held a high place as a leader in the industry. He had been part of coffee history for the last 40 years, or more.

Harry D. Maxwell was one of the founders of the Pacific Coast Coffee Association and later became one of its presidents. He has been associated with Hard & Rand for the last 37 years, and prior to that was with Wellman & Peck Co.

Not only was Harry D. Maxwell a successful coffee man, dedicated to his business, but he was also prominent in the social life of the city. He was a

member of the Bohemian Club and attended its summer encampments every year. He was a fine singer, and always, until recent years, took part in the entertainment of club members and coffee men.

Harry was a native of San Francisco, a graduate of the University of California, and a member of the Olympic Club and the St. Francis Yacht Club.

Harry is sorely missed, and will be for a long time to come. This could be expected of a man whose personality had impressed itself on so many in the industry.

The sympathy of all coffee men goes to his widow and his family.

■ ■ Stanton Lee informs us that during October the Colombo Tea Auction was closed down, as well as docks and warehouses, because of a strike. Tea was still being plucked, but there was no shipping. Quality teas are strong in price, and prices are working up. At Calcutta there were 7,500,000 lbs. at auction, and the market was irregular. There was a good demand for quality teas, however. Stocks of poorer teas are high.

■ ■ On that narrow strip of land on the Island of Hawaii where the famous Kona coffee grows, there is a quaint custom among the Japanese growers that a visitor must plant a coffee tree. Fulfilling their part in this ceremony last summer were Ed Malmgren and Mrs. Malmgren, of Caswell's, and Dick Willcutt. This is shown in a series of color stills taken by Ed on his visit to the island. These trees, barring an "act of God" or a sudden lava flow, will grow and mature and maybe some day will find their way into Caswell's now nationally distributed Kona Coffee.

The color stills which Ed Malmgren has shown to his friends portray all the exotic beauty, color and detail of the flowers, scenery and soil of the island.

The coffee trees grow in broken lava soil. The by-product of the milling process—pulp and hulls—with commercial and organic fertilizer, are placed freely around the growing coffee tree. Weeds are held down by spraying.

Trees prosper at from 800 to 2,500 feet. Below the 800-foot level it is too dry, and above the 2,500 level there is too much rain. Clouds which gather every day provide the necessary shade or broken light. The farmers average from five to six pounds per tree, and about 2,500 pounds per acre. This is much higher than the production in other coffee growing areas.

Some of the pictures show Captain Cook's grounds and mill. Waving at the party taking the photographs was Ed Johnson, Jr., who happened to be making a visit at the same time as the Malmgrens. Also appearing quite frequently in the photographs is Dick Willcutt, who displayed with every photograph a different vari-colored Aloha Shirt.

Ed likes to show these color pictures. He gives a running commentary which is just as colorful as the pictures.

■ ■ Mort Adams, director of merchandising for the Tea Council, was the speaker at the last meeting of the Western States Tea Association. In the absence of President Lynch, who was sick, Charlie Montague introduced Mort.

The meeting of the Restaurant Association in San Francisco was the occasion for Mort's visit at this particular time, but he is no stranger here. His job is making merchandising talks to restaurants, institutions and their associations, to sell them on the potentialities of their "captive customers" as tea drinkers.

In the restaurant field, they have found that customers buy one cup of tea to three cups of coffee. Tea is, however, the most profitable item. In a ten-cent cup of tea, eight and one half cents goes to profit.

He mentioned the experience of one restaurant which had had a ratio of one-to-six in the purchase of tea relative to coffee. After promotion, the ratio became one tea to three and one half coffee. Part of this promotion was directed toward the waiters. They are told to suggest tea as well as coffee.

In grocery promotion, a full line of point-of-sale promotion material is furnished. During the season, heavy TV schedules are carried in Los Angeles, San Francisco, Portland and Seattle, the latter two having been added this year.

(Continued on page 67)

## WELDON H. EMIGH CO., INC.

BRAZILS — MILDS

150 California St., San Francisco 11

## FITZPATRICK & HOFFMAN, INC.

GREEN COFFEE

210 California Street

DOuglas 2-1474

## E. A. JOHNSON & CO.

COFFEE IMPORTERS AND AGENTS

BRAZILS • COLOMBIANS • CENTRAL AMERICANS

166 California Street

San Francisco 11, Calif.

# THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

## boom in flavor research noted at wind-up symposium in series

"Flavor research is the most important competitive tool left to food manufacturers today," according to Dr. Raymond Stevens, president of Arthur D. Little, Inc., Cambridge, Mass., one of the nation's oldest and largest private research firms.

Dr. Stevens stressed this fact at a press conference in connection with a day-long flavor symposium at the Sheraton Hotel sponsored by his firm for more than 200 food company research scientists.

At the symposium, last in a series sponsored by Arthur D. Little, Inc., as part of their 70th anniversary celebration, experts in the field of flavor research discussed what chemicals make up the flavor of many popular foods.

### "Initial taste impact"

Professor Jean Caul, of the Arthur D. Little Flavor Laboratory, told the press conference that her work was to find products that gave "initial taste impact" and also to find what people like in the way of flavor. In answer to a question, she stated that spices always have been and always will be popular and that coffee flavoring in foods is becoming more popular.

In taking strawberry flavor apart chemically, Dr. Max J. Winter, of Firmenich, Inc., in Switzerland, reported that more than 35 odorous substances contribute to strawberry flavor.

Surprisingly, Dr. Winter found that hydrogen sulfide—which smells like rotten eggs—is in the delicate flavor of strawberry in minute quantities.

Other contributing factors to strawberry flavor, according to Dr. Winter, are butyric acid, which resembles the characteristic odor of rancid butter, and caproic acid, which smells goaty. Yet when all the compounds are put together and diluted, the result is natural strawberry flavor.

Dr. Winter's research also contained a note for chefs: When strawberries are crushed in an open container, the finest flavor is developed in the course of a minute. After as little as five minutes, a definite deterioration of flavor is noted, and after ten minutes, the alteration is marked.

In the area of citrus flavors Dr. William L. Stanley, of the U. S. Department of Agriculture, pointedly illustrated the impact flavor research may have on the food industry's economy by cutting processing costs. His research has shown the possibility of eliminating one step in the commercial concentration of frozen juice by the addition of certain flavor properties found in the orange peel.

Representatives of the dairy industry who presented papers at the symposium were: Dr. Stuart Patton, a dairy scientist from Pennsylvania State University, and Dr. Harold W. Jackson, of Kraft Foods Co.

Other speakers at the Symposium were: Loren B. Sjostrom, head of the Arthur D. Little Flavor Laboratory, which has pioneered research on taking flavor apart; Dr. Alfred Weitkamp, of Standard Oil of Indiana; and Dr. Joseph Corse, of the U. S. Department of Agriculture.

At the press conference, basic questions on flavor research were answered by Dr. Stevens and Prof. Caul:

*Question: To what extent has flavor research grown in the past few years?*

### Keys to trend

*Answer:* Although the surface of the potentialities of flavor research has barely been scratched, there is nevertheless a notable increase in the amount of flavor research being done today. Ten years ago we made a survey of the sales leaders in the food industry, and found remarkably few flavor researchers per se. As recently as five years ago, John McWethy, of the Wall Street Journal, surveyed approximately 15 companies and found only two that were doing significant flavor work. However, in the past three years, the increase in this research has, comparatively speaking, skyrocketed.

One indication of the growth of interest is in the number of meetings devoted to flavor—this symposium series as an example. In 1954 the Institute of Food Technologists held a session on flavor and only 15 people attended. This past year, over 200 attended the flavor session.

Our own panel training program is another indication

of the growth of interest. In the past ten years we have trained over 27 panels representing 17 distinct companies.

Still another indication is our own growth. Since 1859, when the Flavor Laboratory was formed, we have quadrupled both in volume of business and personnel.

Still another indication is the notable increase of technical papers published on flavor research. Fifteen years ago, they were practically non-existent.

*Question: To what can the growth of interest in flavor be attributed?*

Answer: One possible reason is that the consumer is demanding better quality. Standards of living are going up, and people can afford to pay more attention to finer qualities, such as flavor, rather than mere sustenance.

Last year 25% of the average American family's expenditures for consumer goods was for food, according to a survey by Life. And according to a USDA survey of Louisville consumers, they want quality. In every type of food, the consumer stated that he rated quality above either price or convenience in his selection.

Competition has also played a role. With similar products on the market, the finer distinctions make the difference in sales.

Communications and transportation have had an effect on consumer demand. She becomes more familiar with what's available and wants more variety and better products.

*Question: What are applications of flavor research and how does it solve specific problems?*

Answer: We have found that flavor holds the key to many problems. For example, it is one of the first clue in aging studies and an indication of even slight production variations.

A direct application of flavor research is illustrated in one of the symposium speeches. Mr. Sjostrom suggests that through the chemical studies of what flavor is (what makes a strawberry taste like a strawberry), we may be able to improve on nature. Flavor is a complex mechanism and often included are some characteristics that are not altogether desirable. These undesirable elements may be eliminated in the natural product or in synthesis.

Another application is in new methods of preserving foods—such as irradiation and spray drying.

This flavor research may result in economic advantages for the food producer. An example is in Dr. Stanley's paper on citrus fruits. He suggests that the number of processing steps in concentrating frozen orange juice could be cut down by adding oils from the peel.

By knowing more about flavor, we have more control over supply conditions. If a material becomes unavailable—it might come from Communist China, for example—or if the price goes out of reason, substitutions and synthetics could be used.

### New automatic checkweighing machines

#### have wide range of speeds, capacities

The exact Weight Scale Co., Columbus, Ohio, has announced a new line of Selectrol Automatic Checkweighing Machines capable of proving weight accuracies in the range of one part in 5,000 up to one part in 20,000.

The manufacturer states that these new automatic product and package checkweighing machines are available in capacities from one gram up to 100 pounds.

Automatic transfer mechanisms place the commodity on, and remove it from, the weighing element with a minimum of impact. The transfer mechanism poses no accuracy limitation on the scale, since the transfer mechanisms are not attached to the scale level system.

The Selectrol offers versatile product handling. Model 144 employs a rotary transfer mechanism with one loading station, one weighing station and two discharge stations. Model 145 incorporates an in-line "walking deck" transfer mechanism. Other Selectrol designs use conveyor belts and air-powered deflecting gates to shunt the products into numerous weight classification channels.

The scale weighing element is comprised of an extremely sensitive, even lever balance Shadograph Scale. Accurate weight is guaranteed by the use of counterweights on the scale weight platter—assuring the weighing of all commodities against a predetermined weight. Shadograph Scales provide a visual weight reading dial with a frictionless optical light indicating system.

The control system consists of direct reading crystal photocells on adjustable mountings alongside the optical reading scale dial. A printed circuit transistor amplifier is employed. The design offers extreme circuit stability, plus direct correlation of dial reading.

Optional accessories for the Selectrol automatic checkweighers include: recorders, counters, visual and audible signaling devices.

The high precision Selectrol Models 144 and 145 operate at speeds up to 30 weighings per minute, depending on the capacity and accuracy required.

Other Selectrol models are available with speeds up to 120 weighings per minute.

VANILLA BEANS



ZINK & TRIEST CO.  
15 Lombard Street  
PHILADELPHIA PA.

**ZIMCO®  
VANILLIN U.S.A.**

THE ORIGINAL LIGNIN

A FINE VANILLIN OF EXQUISITE AROMA  
Zimco is a natural source vanillin originated and manufactured in the United States  
Consult your flavor supplier

Sterwin Chemicals Inc. WORLD'S LARGEST SUPPLIERS OF VANILLIN

SUBSIDIARY OF STERLING DRUG INC.  
1450 BROADWAY NEW YORK 18, N.Y.  
2020 Greenwood Avenue, Evanston, Ill.  
Branch Offices and Warehouses in Leading Cities

# trends in world pepper production

## 10% drop in 1957 output, to 170,000,000 lbs., seen by USDA

World pepper production in 1956 was an estimated 189,000,000 lbs., exceeding estimated prewar (1935-39) production for the first time, according to the U. S. Department of Agriculture.

India still ranked as the largest producer of pepper—a position it gained during World War II—but Indonesia was the leading exporter, and Sarawak continued to expand its exports to an important degree.

U. S. imports of pepper were 39,600,000 lbs., 14% higher than the estimated prewar consumption level.

Information currently available indicates that 1957 world production of pepper will approximate 170,000,000 lbs. This would represent a decrease of about 10% from the 1956 estimated level.

This anticipated halt in the upward trend of production would be due primarily to a 1957 drop in production of black pepper in Sumatra, and because floods in Sarawak reduced its 1957 crop. Production in Indonesia during 1957 is forecast at 43,000,000 lbs., almost 20% less than that in 1956.

The estimate of 189,000,000 lbs. as world pepper production for 1956 indicates the progress in restoring pepper gardens. The level is 27% higher than the 1955 output of 148,400,000 lbs., and marks the first year in which world production topped the prewar (1935-39) level of 184,200,000 lbs.

### India's 1956 crop

Based on total pounds of pepper produced, India ranked as the largest producer during 1956, with an estimated 71,900,000 lbs., or a 24% increase over the 1955 production of 58,200,000 lbs.

With increased competition from Indonesia and Sarawak, and continued price declines, consumption of pepper in India is increasing, and for the past two years smaller amounts have entered trade channels.

India is, however, attempting to improve its position in the pepper market through programs of export tax reductions, more and better crop reporting, trade association expansion, and research and development plans.

Indonesia's exportable production during 1956 is estimated at 52,400,000 lbs., which makes Indonesia the chief supplier of pepper in world trade.

Estimated production during 1956 represents a 74% increase over 1955's production of 30,200,000 lbs., and a 36% increase over 1954's production of 38,400,000 lbs.

Indonesian production consisted of 24,700,000 lbs. of black pepper and 27,700,000 lbs. of white pepper, the latter increased from a postwar (1946-50) average of less than 1,000,000 lbs.

The increase in Indonesian production has been derived almost entirely from new vines planted between 1946 and 1950. With increasing yields and plantings made after 1950

### World Pepper Production (black and white)

Producing area	Average 1935-39 1946-50	Million pounds					Preliminary 1955	Forecast 1956	1957 %
		1950	1951	1952	1953	1954			
<b>Asia:</b>									
Indonesia.....	128.6	74.9	25.9	7.7	17.2	18.0	38.4	30.2	52.4
Sarawak.....	5.3	0.2	0.6	2.7	9.0	20.2	34.6	36.5	44.1
India.....	33.1	68.0	69.8	68.0	51.8	16.1	56.0	58.2	71.9
Ceylon.....	2.0	5.0	9.5	9.1	10.6	12.8	11.3	13.5	12.8
Other Asia 2/.....	13.5	12/10.0	4.8	4.6	4.8	4.8	5.4	4.9	5.0
Total Asia.....	183.5	86.1	99.9	92.5	92.3	102.5	215.7	143.3	167.9
<b>Africa 3/:</b>									
Africa 4/.....	0.7	2.1	2.6	2.5	1.3	1.5	1.1	1.7	1.2
Latin America 5/.....	—	—	0.5	0.7	0.7	0.5	0.6	0.7	1.1
World Total.....	184.2	88.2	103.0	95.7	98.3	100.5	217.2	145.7	170.3

2/ Total production: India, Madagascar, Ceylon, and IndoChina; exportable production only: Indonesia, Sarawak, Other Asia, Africa, Latin America.

3/ Foreign Agricultural Service estimate.

4/ Includes IndoChina, Malaya, Thailand.

5/ Includes Congo, British Southern Cameroons.

6/ Includes Mexico and Brazil.

Foreign Agricultural Service. Official publications of foreign governments, reports of Agricultural Attachés and other United States representatives abroad, and other information.

entering production, it appears that pepper production in Indonesia will continue to increase.

On June 20th, 1957, a new foreign exchange system was introduced and the export premiums were abolished. Under the new system, exports earn certificates which must be used for all imports. Since this plan has been in operation for such a short time, it cannot be determined what effect it will have upon unregistered shipments. The success of any plan will depend to a great extent on the progress made in stabilizing the government. Until such time, it is expected that unregistered shipments to Singapore will continue.

Sarawak continued to expand its output of pepper during 1956, with exportable production reaching 44,400,000 lbs., compared with the 1955 production of 36,500,000 lbs. and a 1946-50 average of less than 1,000,000 lbs.

Prior to 1952, the majority of the Sarawak pepper crop consisted of white pepper. However, after 1952 the percentage of black pepper to white increased, and during 1956, 38,200,000 lbs. of black and only 6,200,000 lbs. of white pepper were exported.

Failure to maintain the previous level of white pepper output may be attributed to the close margin between the prices of black and white pepper.

### Mexico and Brazil, too

Latin American contributors to the pepper trade are Mexico and Brazil. During the last five years, exportable production in Mexico has averaged about 643,000,000 lbs. Currently there is no information to indicate any great advances from this country.

Brazilian commercial production of pepper started about 1948. A few years ago Brazil was importing as much as 2,000,000 lbs. annually. However, this situation no longer exists, as Brazil is now an exporter of pepper. This expansion has been due to the high domestic price brought

about by import exchange controls and a sure market for at least 2,000,000 lbs. of black pepper.

If world prices are favorable and local policies and export bonuses combine to make the industry profitable, Brazil could become an important world supplier.

(For the full report, write Foreign Agricultural Service, U. S. Department of Agriculture, Washington, D. C., and ask for Tropical Products Report FTEA 4-57, Black and White Pepper: World Production and Trade.)

### Saigon cinnamon returning to United States market

Coffee experts say recent studies show Puerto Rico, with its ideal climate, proper soil conditions, and modern road system, has the best coffee-raising conditions in the world according to reports from San Juan.

The quality of Puerto Rican coffee still retains its reputation, although exported in small quantities in recent years.

Research over the past five years shows that with proper techniques and scientific management, about 2,000 pounds of coffee an acre can be produced in Puerto Rico, compared with the current production of less than 150 pounds an acre, Puerto Rican specialists say. Maximum production in the best coffee-growing areas of Central and South America is about 400 pounds an acre.

The new program calls for increasing the yield by rehabilitation of all Puerto Rico's coffee land by six methods—planting new trees, properly spaced; proper fertilization; control of insects and diseases; proper maintenance of shade and ground cover; and proper pruning of trees.

The big problem after increasing the coffee yield in Puerto Rico is credit. A recent study recommends long-term, low-cost credit to agriculture.

Over the past few years the coffee industry in Puerto Rico has been consolidating itself in the cooperative movement. Modern processing and marketing methods are being utilized by producer co-ops, which established small processing centers with modern equipment.

About 40% of Puerto Rico's total coffee crop is processed or marketed through four cooperatives with a total membership of more than 3,700.

### Molasses promoted as "liquid spice"

A new concept of molasses, that of using it as a "liquid spice", is being promoted by Penick & Ford, Ltd.

The company is featuring this new concept in 1957-58 advertising and publicity for Brer Rabbit New Orleans molasses.

Full-color, full-page advertisements in national magazines each highlight seven different ways of using molasses to add flavor to such dishes as beef stew, baked apples, spaghetti sauce and fry-and-bake chicken.

Established 1885

**B. C. IRELAND, INC.**

AGENTS AND BROKERS IN

SPICES   SEEDS   TEAS   COFFEES

241 California Street   San Francisco 11, Calif.

### Can industry's second coil plant dedicated

The can manufacturing industry's second complete plant for the processing of tinplate from coils has been dedicated in Oakland, Calif. by the American Can Co.

The Oakland plant, part of a \$27,000,000 Canco construction and equipment program aimed at establishment of coil processing facilities in major U. S. can-making centers, will be equipped to automatically inspect, shear and sort huge tonnages of tinplate and steelplate. These operations were previously performed by the steel mills.

Canco opened the industry's first coil processing plant at Tampa, Florida last spring.

Other coil plants will be opened by the company later this year or in 1958 at Los Angeles, Milwaukee, St. Louis, Houston, Hammond, Ind., and Hillside, N. J.

At the dedication ceremonies for the Oakland plant were E. M. Manning, Jr., president of the Pacific Coast Coffee Association; William C. Stolk, president of the American Can Co.; Clifford E. Rishell, Mayor of Oakland; and other civic and industrial leaders.

### Develops label for hard wear

For label users, Shellmar-Betner has developed a unique construction of reverse-printed acetate laminated to paper. This label is particularly suited for applications where the label is to receive a lot of surface wear.

#### STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233)

#### SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF

COFFEE AND TEA INDUSTRIES and The Flavor Field, published monthly at New York, N. Y., for October 1, 1957.

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, E. F. Simmons, 106 Water Street, New York 5, N. Y. Editor, Bernard Sachs, 106 Water Street, New York 5, N. Y. Managing editor, None. Business manager, E. Redmond, 106 Water Street, New York 5, N. Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given).

Coffee & Tea Industries and the Flavor Field, 106 Water Street, New York 5, N. Y.; E. F. Simmons, 106 Water Street, New York 5, N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state). None.

4. Paragraphs 2 and 3 include in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

E. F. SIMMONS  
(Signature of Publisher)

Sworn to and subscribed before me this Tenth day of September, 1957.  
NAT FREEDMAN  
Notary Public, State of New York, No. 03-1311415. Qualified in Bronx County. Certificates filed in New York County. Commission Expires March 30, 1959.

### VANILLA BEANS

Over a Century of Service

THURSTON & BRAIDICH

286 Spring St.   New York, N. Y.



At the recent party given by the Grace Line at the Claremont Country Club (from left): F. L. Doelker, C. T. Knutsen, Harry Thompson, George McCord, Ernest R. Senn, D. N. Lillivand, Edgar J. Malmgren, William J. Rowe, Warren Kludt, Harold King, Peter

Gavigan, John Roddy, Check Cecil, Gene Heathcote, Irving Manning, Ed Manning, Weldon Emigh. Max Kahn, of Grace Line, took these pictures.

## San Francisco

(Continued from page 62)

Among visitors at the WSTA meeting were Raleigh Fish, manager of the hotel and restaurant department of M.J.B., and Peter Ananda, of the consulate of Indonesia in San Francisco.

While Mr. Ananda was born in Indonesia, he was educated here. He said that most of the tea grown by his country is shipped to Europe.

The drawings made by WSTA have accumulated to the sum of \$14.65. Drawings at the next luncheon may determine the lucky member.

■ ■ Spice Islands, which has had a phenomenal growth since its beginning not many years ago, has been sold to the Leslie Salt Co. by its president, Frederick H. Johnson. The company began in a very small way, until now it has distribution in every state in the union and in other countries.

A master merchandiser, Mr. Johnson has introduced his premium blends of tea and spices in practically every chain and grocery store in the country. Ray Mason, a member of WSTA, is tea buyer. It is not expected that the transfer of ownership will make any change in the personnel of the company, or its policies.

The exchange of stock is on the basis of one share of Leslie Salt to 7.26 shares of Spice Island shares. With \$40.00 per share quoted for Leslie Salt, it makes the deal total \$1,500,000.

■ ■ Local talent was a good part of the success of the last meeting of the San Francisco Coffee Club, which was held at the San Francisco Golf and Country Club last month. In the evening, a skit prepared by Mannie Rosen and starring Walter Granicher and John Cognetta, was greeted hilariously by the coffee men. It was a take-off on the Mike Wallace TV show.

The low gross winner was Jim De Armond, with Bill Lynch a second. Ernie Shaw and Jack Schimelpfenig tied for low net. There was a very good turnout. Bob Manning presided.

■ ■ Bill Carburry, who circulates among coffee men to rustle freight for his company, the States Marine Steamship Co. is one of the beneficiaries of the \$2,647,690.00 estate of the late Essie A. Diericx.

■ ■ Jack Leach, western representa-

tive of the Coffee Brewing Institute, gets around as much on land as he used to when a lieutenant commander in the Navy. Recently he gave demonstrations for the Idaho Food Dealers Association, at Sun Valley, and for the Idaho Restaurant Association.

He has traveled over California and most of the West since he has become connected with the Institute. Locally he has appeared before the coffee staff of M.J.B.

■ ■ Here are more details on the results of the golf contest at the recent party given by the Grace Line at the Claremont Country Club. Low gross was won by Ed Pattinson, 76, with

**The boss who tries  
to be everything**  
**See**  
**"Mark my word"**  
**By Mark Hall**  
**on Page 22**

Walter Rupp a close second, with 77. Low net; W. B. Rowe, 57; Sid Feener, 61; Norm Johnson, 61; G. Malmgren, 62. Other low gross winners were Robert Brocklage, 80; W. Emigh, 80; Jim DeArmond, 80, and Bob Crampston, 80. All received prizes.

Despite the rain, there were 37 players. In the afternoon, however, the sun came out. There were 107 for dinner, at which time the prizes were distributed. Out-of-town guests included Dr. Carl Angst and Pete Castelleni.

■ ■ Jim Mahoney has had a hard time trying to take a vacation. He first went to Richardson Springs, took sick, and spent most of the time in bed. Recovering sufficiently, he went to Reno to try his luck. This time it was worse than ever. He had to go to the hospital with pneumonia. Jim was not meant for leisure. He is now back on the job, recovering.

■ ■ Tom O'Rourke, of the Aldine Paper Co., visited San Francisco last month. He sells paper to the tea bag manufacturers and packers. Tom dis-

tinguished himself as chairman of the tea convention at Greenbrier. He has a lot of friends in this city.

■ ■ George Witt, general manager of the National Tea Packing Co., Inc., parent company of the Pacific Tea Packing Co., was in town last month. Larry Meyers is the local manager.

■ ■ E. H. Feasey, general production manager for Thomas J. Lipton, Inc., was in town last month checking on Tom Moss, who is the local plant manager. And speaking of Tom, he was one of the guests with his wife at a cocktail party and reception given by the Indian Consulate for the Indian Trade Delegation.

■ ■ Warren Kludt likes aesthetic surroundings, but whether this is responsible or not, his company is beautifying and extending his office and testing room. Everything is in a light, natural birch finish. A spacious box has been built into the wall for displaying illuminated color photographs of coffee growing and other subjects. The roasting machine has a new coating of aluminum paint, and if it doesn't look like new, at least it looks very bright, indeed.

■ ■ Another "fixing up" job is being pushed along at the Pellas headquarters. The company has just completed a long lease, so they felt it was proper to make some much needed improvements, including sound deadening. This latter was made, no doubt, to keep out street noises and other clatter, which could come in part from coffee men congregating at the corner of Front and California Streets.

Lloyd Thomas, of Pellas, welcomed his trip to New York, as one of the directors of NCA. It may give him a chance to investigate the bears which have been rampaging in the canyons of Wall Street.

■ ■ Emeric Balint, of Karl H. Landes and E. Balint, Inc., New York City, was in town last month. He called on friends along the street, among them Harold Gavigan.

■ ■ Bob Sweeney, Folger's Portland green coffee man, is contributing his share to the great baby population of this United States. Number seven, an 8 pound 2½ ounce boy, Daniel Robert, is just another responsibility for Bob. Mother and baby are doing fine.

# New York News

■ ■ Andres Uribe was named by the Coordinating Committee of the International Coffee Organization, with headquarters in Washington, D. C., to deliver personally to interested European governments the final draft of the basic agreement for an International Coffee Organization.

Mr. Uribe left by air early this month for Lisbon, Brussels, Paris and London. These are the centers of the governments which handle the international relations of the principal coffee producing areas in Africa.

Copies of the draft agreement are being sent to the governments of other coffee producing countries.

■ ■ Cables were kept hot last month by the New York City Green Coffee Association, which moved promptly to pin down reports that the Brazilian Coffee Institute was consigning coffee to this market.

The report was flatly denied by Dr. Paulo Guzzo, IBC president.

Wires also went to Brazil from the New Orleans Green Coffee Association, the Pacific Coast Coffee Association and the National Coffee Association.

All the groups made it clear that they opposed any government or semi-government consignments in coffee.

This view was also expressed by Alceu Martins Parreira, as president of the Associacao Comercial de Santos.

■ ■ Skeletons rattled, and witches, black cats and pumpkins were everywhere in the Antlers Restaurants on Halloween Eve.

The occasion was the meeting of The Tea Club.

About 100 members of the tea trade and their guests gathered for the Club's first fall get-together.

In addition to the rounds of cocktails and a fine dinner, the members were treated to an interesting film, "The DuPont Story." The motion picture depicted the growth of the industrial giant, from its founding by Irene DuPont to the present day.

New officers for the coming season were elected. They include Tom Shea, president; Tom Dannemiller, vice president; Ken Ikeda, secretary and Elaine Kroner, treasurer.

As usual, many of the diners went home with door prizes donated by Tea Club members.

■ ■ John Wolfe, Ltd., green coffee brokers and Marsh & McLennan, Inc., insurance brokers and average adjusters, were elected to membership in the Green Coffee Association of New York City, Inc.

John Wolfe, Inc., specializes in African coffees. The firm is headed by John Wolfe, who came here from Portugal, in 1949, to establish his own export office.

Marsh & McLennan, Inc., has been active for many years in all phases of coffee insurance, including policies covering crops, inward coffee shipments and warehouse stocks in the United States and abroad.

■ ■ This corner is happy to report that Elmer F. Florance, NCA secretary, is well on his way to full recovery.

He had been seriously injured in an automobile accident in September.

He has been discharged from the hospital and is in Florida, with Mrs. Florance, to convalesce.

He is expected back at the NCA headquarters by mid-November.

■ ■ The first serving of coffee and doughnuts to U. S. troops overseas was re-enacted by two Salvation Army women.

It was the 40th anniversary of the morale-building event, which first took place in Montiers-Sur-Saloux, France, during World War I.

Following the ceremony at the U.S.A. Servicemen's Canteen and Club in New York City, coffee and doughnuts were handed to passersby outside the canteen.

■ ■ Robert E. Gould has been named vice president of the Hollander Trading Corp., 154 Nassau Street.

■ ■ Louis H. Truebner was elected president of the New York Cocoa Exchange at the annual meeting last month.

Mr. Truebner, who is with the Truebner Voelbel Co., succeeds Alwyn N. Fischel, president of the Exchange for the past two years.

John E. Stonington, executive vice-president of Rayner & Stonington was elected vice president.

William J. Kibbe, of Snyder & Wheeler, continues as treasurer.

Martin J. Kahl was elected to the board of managers. Reelected to the board were Ernest Adler, Jack R. Aron, John F. Dengel, Jr., Alwyn N. Fischel, Ernest E. Frick, Walter L. Perkins, Sydney A. Tessler and William I. Witkin.

■ ■ A grant of \$100,000 by William Black, president of the Chock Full O'Nuts Corp., started the newly formed Parkinson's Disease Foundation last month.

The purpose of the Foundation is to probe into the cause and cure of the baffling disease.

■ ■ At this writing, the Argentine State Line bowlers are leading the green coffee tournament with 13 games won and 5 lost.

Next in line is Byrne, Delay, with 12 won and 6 lost.

Bendiks racked up 10 won, 8 lost, while Aronoco was split, 9 and 9.

Southern Cross has only 8 games won to 10 lost, but they are trailed by East Asiatic, with 7 won and 11 lost; Nathor, with the same standing; and Ehrhard, with only 6 won and 12 lost.

Ehrhard is in first place for high team game, with a net score of 867, followed by Southern Cross with 861 and Aronoco with 837.

For the series, the high team is Southern Cross, with a net score of 2425. Aronoco is next with 2386, and Bendiks is third with 2313.

High scores for individual games are held, so far, by H. Whaley with 254, J. Filush with 223 and W. Grimes with 213.

Whaley and Filush also lead the series score, with 580 each, and S. Polito is in third place with 577.

■ ■ If you're in the merchandising end of coffee, you'll want to take in the all-day seminar on point-of-purchase advertising to be conducted by the Point-of-Purchase Advertising Institute on Thursday, December 5th, at the Plaza Hotel, here in the city.

Under the general theme, "New Guidelines to More Productive Merchandising", the workshop will focus its attention on the sales, merchandising and budgeting aspects of point-of-purchase.

It will also look at new customer motivation studies, new trends in display materials, and the cumulative effect of all these factors on the total selling effort.

BOWLING GREEN 9-0189

**JAMES A. ALEXANDER**  
COFFEE BROKER

90 FRONT STREET

NEW YORK 5, N. Y.

Cable Address  
GALICAFE

**A. GALINDO & CO., INC.**  
Selling Agents for Colombians, Mexicans,  
Centrals, Cubans and all African growths.  
135 FRONT STREET

BOWLING GREEN 9-0417

NEW YORK 5, N. Y.

**REAMER, TURNER & CO.**

COFFEE

Brokers and Import Agents

NEW YORK

"RETURN"  
104 FRONT ST.

**Reaud-Geek Corporation**  
**Mexican - Santo Domingo - Ecuador**  
**Guatemalan - Venezuelan**  
**Cuban - Africa**  
**Coffees**

NEW YORK

59 PEARL STREET

*Get your COLOMBIANS*  
via  
**BALZACBRO**

Shortest Route from Growers

**Balzac Bros. & Company, Inc.**

*Wm. Hosmer Bennett & Son*  
Coffee Agents and Brokers

100 Front St.  
"Laticlave"  
NEW YORK, 5

**GEORGE P. BOTT & CO.**

COFFEE BROKERS AND AGENTS

Representing Shippers In

SANTOS — RIO DE JANEIRO — PARANA

Members & Graders

New York Coffee & Sugar Exchange, Inc.  
Green Coffee Association of New York City

120 Wall Street      NEW YORK 5, N. Y.

**S. A. GLASBERG CO.**

ABYSSINIANS — ANGOLAS — BELGIAN CONGOS  
IVORY COAST — MADAGASCARS — UGANDAS

Cables: Cafruki, New York  
25 Broad Street      NEW YORK 4, N. Y.

**W. H. LEE COMPANY**

**COFFEE**

COMMISSION      BROKERAGE

Cable Address  
"WILEECOM"  
NEW YORK      101 FRONT ST.

MEMBERS NEW YORK COFFEE & SUGAR EXCHANGE, INC.

**Edward P. McCauley & Co.**

**COFFEE**

One Jones Lane      NEW YORK 5, N. Y.

Cable Address: CAULCAFE

**JAMES W. PHYFE & CO., INC.**

**Coffee Brokers and Agents**

Representing leading shippers of  
Africans—Ethiopians—Belgian Congos

98 Front St., New York 5, N. Y.  
Cable Address: Phyne, N. Y.

**A. L. RANSOHOFF CO., INC.**

*Coffee*

NEW YORK

Cable Address  
"RANWILLIG"

108 Front Street

**ERNEST SINGHOFEN & Co., INC.**

*Coffee*

NEW YORK

TEL: WHITEHALL 4-8182      109 FRONT STREET

**UFININDO INTERNATIONAL  
CORPORATION**

82 Beaver St.      NEW YORK 5, N. Y.

Exclusive U. S. Agents for

ETS. JEAN ABILE-GAL

Abidjan, Ivory Coast

African Coffees

**WESSEL, DUVAL & CO., Inc.**

Established 1825

EXPORT      IMPORT

**Coffee and Cocoa**

CABLE ADDRESS  
HEMENWAY, NEW YORK

67 BROAD STREET, NEW YORK 4, N.Y.

# New Orleans Notes

By W. MCKENNON

■ ■ J. P. Marks, coffee broker, accompanied by his wife and his brother, Sidney, took his mother to Crowley, La., to spend her 80th birthday.

Mrs. Marks, who formerly lived in Crowley, had not visited there since her departure about 50 years ago.

Friends and relatives made the celebration of her birthday a festive occasion.

■ ■ Charles Nilsson, of the Charles Nilsson Co., Stockholm, visited the coffee trade here recently.

■ ■ Leo Rosshandler, newly appointed manager of Exportadores de Cafe de Jalapa, Mexico, was in New Orleans for a visit, during his tour of American cities.

■ ■ Volkart Brothers, Inc., have moved their New Orleans offices from 307 Board of Trade Annex to 433 Gravier street. The new quarters were formerly occupied by Legendre Brothers, Inc. which has closed, due to the retirement of Armand Legendre.

■ ■ David Kattan has returned to his offices here, after an extended business trip to Honduras.

■ ■ Captain William M. Ayers has been elected vice president of the West Coast Line, Inc., it was announced here. He was chosen by the board of directors at a meeting in New York. He has been Gulf manager of the company, which he joined in 1952. He will retain his headquarters in New Orleans and direct the company's activities in the Gulf area.

■ ■ W. C. Englisbee, of Ruffner, McDowell & Burch, has returned to New Orleans following a trip to Mexico, Central America and New York.

■ ■ The New Orleans Green Coffee Association enjoyed its annual outing at the Lakewood Country Club. An excellent attendance was noted, with many prizes being won by various members. First prize winner for gin rummy was won by Ralph Richards, of the Otis McAlister office here. First prize for golf went to George Dodge, executive of the American Coffee Co.

Albert Breaux, Sr., recently retired from H. L. C. Bendiks, Inc., was presented with a lifetime membership in the New Orleans Green Coffee Association.

■ ■ The Standard Fruit and Steamship Co. has announced the election of three new vice presidents! M. A. Kerwin, in charge of European operations; Hilburne Fulks, in charge of marketing; and R. H. Smith, in charge of production.

■ ■ Schwegmann's Supermarkets advertised at the head of their one-and-a-half page ad. "It's Luzianne Coffee week at Schwegmann's! Yes, all this week our stores will be serving delicious Luzianne Coffee free at our snack bars—come by and enjoy a cup. Then take home a pound of Luzianne—New Orleans' favorite coffee—at our special sale price of 69¢ a pound. When you make coffee with Luzianne, every cup's a good one."

A picture of the pound package of Luzianne Coffee and Chicory appeared at one side of the ad.

■ ■ The Delta Line has been serving coffee this month more than ever. The company serves coffee to its employees throughout the day, and to any business visitors.

During Business and Professional Women's Week, 100 members of the local chapter were guests aboard the Del Mar, where coffee was served in the main dining room.

Thirty guests visited the Del Mar on Business Education day, and were also extended an invitation to a coffee break in the main dining room.

## Chicago

By HARRY LANE

■ ■ Philip O'C. White, of Chicago, vice president of the Continental Can Co., has been named to head the new White Cap and Bond Crown Division of Continental, it was disclosed by Gen. Lucius D. Clay, chairman of the Board.

Continental announced in New York today the combining of its subsidiary White Cap Co. and its Crown and Cork Division into the new division.

White, who with two brothers, W. P. and George, founded the White Cap Co. in 1925, was president of that firm from 1953 until Continental acquired White Cap. His headquarters will remain in Chicago.

■ ■ Pete Mermel, a veteran of many years service with the Thomas J. Webb Coffee Co. passed away at the St. Anne's hospital in Chicago last month. His many friends in the trade will miss his cheerful presence.

■ ■ James E. Baechle, 63, passed away last month in Rogers, Ark. Mr. Baechle represented the American Can Co. in Chicago for 45 years before retiring in 1949. He was well known to the Chicago coffee trade.

■ ■ Frank Vondracek, with a background of some 30 years of maintenance and service experience in the field of

commercial kitchen equipment, recently joined the Food Machinery and Chemical Corp., Kitchen Equipment Department.

Lyle M. Williams advises that Mr. Vondracek will have charge of servicing of FMC Kitchen Equipment for all customers in Chicago and suburbs.

## Southern California

By VICTOR CAIN

■ ■ Earle Lingle, of the Lingle Bros. Coffee Co., recently made a business trip to San Francisco.

■ ■ William (Bill) R. Morton, son of W. J. Morton, was recently tendered a bachelor party, prior to his setting off for Germany, where his fiance was awaiting his arrival.

Bill's schedule—after leaving Los Angeles via Scandinavian Airlines, and a flight over the North Pole—was to get married immediately on his arrival in Germany. Then he and his bride planned a tour of the Mediterranean and return via steamship.

All the local coffee gentry wish Bill and his bride heartiest congratulations.

■ ■ Peter Folger, of J. A. Folger & Co., San Francisco, was in Los Angeles a short time ago, to visit their new plant, which is located in Compton, Calif.

■ ■ Carl Cory, assistant coffee buyer for Standard Brands, Inc., New York City, was a visitor in sunny Southern California, making his headquarters at their local Los Angeles plant.

■ ■ Jack Berard, vice president of Otis-McAllister, was recently in Los Angeles with the company's local manager, Walter Dunn.

■ ■ William (Bill) J. Morton, of W. J. Morton, Inc., flew to San Francisco for a quick visit.

■ ■ Bill Goege, of Bunge Coffee, Inc., had an opportunity to get away for a few days, so he flew up to Las Vegas to try his luck, as well as to see many of the fabulously entertaining shows that are held in that city.

■ ■ A weekend fishing party was held last month at the L. A. Grulla Fish and Gun Club, in Mexico, and was very well attended by the local roasters, as well as by several from the green coffee trade.

Those on hand for the weekend were Mr. and Mrs. Ted Lingle, Mr. and Mrs. Earl Lingle, Mr. and Mrs. Alvin Apffel, Mr. Edward Apffel, Mr. and Mrs. Tom Halpin, Mr. and Mrs. Richard Moseley, Mr. and Mrs. Lorrie Moseley, Mr. and Mrs. Don Harvie, Mr. and Mrs. Walter Dunn, Mr. and Mrs. Vic Cain.

The prize for the largest fish catch went to Mrs. Alvin Apffel, who hooked two 20-pound yellow tails. Everyone enjoyed a most pleasurable week-end.

## C. H. D'ANTONIO & CO.

Coffee

BROKERS • AGENTS  
110 Board of Trade Building, New Orleans, La.

Equipment to buy?  
Equipment to sell?

Let the classified column of COFFEE  
AND TEA INDUSTRIES help you.

## **use packer salesmen for "publici-tea"**

(Continued from page 60)

**ROSEN:** We've been talking chiefly about sales training of the salesman and the great and obvious virtue this has. Now, what about the other phase of this discussion?

If the salesman had a simple kit from the Tea Council or from the industry, with certain stories or food photos, do you think they would go to a local radio station, or a local newspaper, during certain times of the year, and try to place these stories?

**GRAHAM:** We have tried it in our own way. We've done it with our own advertising and we've had quite a lot of success. They will go to the radio stations; they will go to the local newspapers.

For the club, though, which I think is the most important end of this, I think you've got to have the man who is an extrovert, who really wants to work eighteen hours.

**CHAPMAN:** Would this be at a Tea Council level or would it be on a brand basis?

**ROSEN:** You tell me, gentlemen. Should there be brand imprints on any of these publicity stories or should it just be on a non-brand Tea Council basis?

**LIPTROTT:** On a Council basis entirely. The way this story is going to be told and told most effectively is as an industry medium, and not as a brand proposition. It will be far more effective with the public if you disregard the selfish interest and promote tea as an industry.

**VINNICKOMBE:** I don't think it's good taste for people in the tea industry when they're approaching clubs and associations and things of that kind to go for brand. We have instructed ourpeople that all we want them to do is be introduced. From that point on they sell tea as tea.

If you commercialize the discussion you'll find that people are apt to resent it. The individual who's doing this type of thing, if he does it well, will do more good for his company if he leaves out any commercialism apart from the basic product itself.

**ROSEN:** A secret note has just been slipped to me by Ed Parker saying that the next speaker, Major George Fielding Eliot, wishes to comment on this.

**ELIOT:** I was sitting down there thinking while all this talk was going on about women's clubs. I know a great deal about women's clubs. I've spoken to hundreds of them. And at afternoon meetings after the close of the speaking, the business, and so on, they almost invariably serve refreshments. I have never yet been served tea at one of them. They always serve coffee. Even on a hot day, it's hot coffee.

I'm just wondering whether a really high level gal couldn't visit some of these clubs and serve tea—making them, for that occasion, the guests of the Tea Council. Cold tea when appropriate, hot tea when appropriate. No sales pitch, just what you might call "hospitali-tea." You have to make a survey of these clubs; you have to know which is the important women's club in town, which one has the influence with the women who live there.

**ROSEN:** Thank you, Major Eliot, for your "generosity."

**VINNICKOMBE:** I'd like to get away from the club

angle, as we're thinking of it now—the women's clubs. I think that probably we have the easiest opportunity, if you want to put it that way, of increasing tea sales institutionally, that we've ever had. We've sort of sat back a little, waiting for some magic machine—and this is not to be considered as derogatory to the FMC machine, or any other machine. I think they have a purpose and a place.

There has been a lethargy created within the tea industry as far as salesmen are concerned, and others. They say, "Well, this machine is going to take care of everything." And it's obvious that it hasn't. It's also obvious that we have a golden opportunity now.

A solid institutional tea salesman can do an awful lot of good with restaurant associations on a local level. He can do the same thing with local hotel associations, and stewards' associations. As a matter of fact, if he wants to, he can even go into the hospital dietetic picture on the local level.

We not only have to tell people about tea, we have to show them why its profitable for them to sell tea.

The point I'm getting at is that at the local level there are a tremendous number of organizations available to anyone who has a message. And there isn't a restaurant association or hotel association that won't listen if you can show them how to do two things: lower their food costs and reduce their labor costs. I think tea can do that, and in this "publici-tea" idea for salesmen, we should concentrate in that field.

**CHAPMAN:** I just want to mention the word "youth." We have, say, 2,000 salesmen. What's wrong with getting the family in on this deal, too? There must be thousands of children, high school or college age. Why couldn't they use some of these films?

Possibly our sons and daughters might have more influence on the schools than we would. Why not get the youngsters in on this deal? Instead of 2,000 salesmen, we might have 20,000.

**ROSEN:** I think, if we can agree, there's something to this basic idea we have been discussing. Perhaps there should be some exploration of preparing some type of kit in terms of newspaper materials, perhaps a canned speech for club groups, materials which on some realistic basis would be available to packers, presumably at cost, to distribute to their own sales people.

It might also be useful to get together on a basic visual sales training tool which different elements of the trade would show to sales people at regional sales meetings, and to otrs. The kit, or the film, or something, might have a restaurant-wholesaler element in it. In general, we want to enthuse the salesmen about tea, what it is and how wonderful it can be.

### **A & P serves free coffee**

#### **to mark store opening**

A & P gave free cups of coffee to shoppers at the opening of a new store in Brooklyn, N. Y.

A coffee bar was set up at the back of the store near the coffee department. A & P brand coffee was served.

An official of the chain said the free coffee device was a service offered at grand openings a number of years back and which apparently is being renewed.

**CLASSIFIED ADVERTISEMENTS**

Rates: Single Column  $\frac{1}{2}$ " \$3.50; 1" \$6.00  
2" \$11.00; 3" \$15.00; 4" \$18.00  
Situations Wanted: 5¢ per word. \$1 minimum.

**UNION****EXCELLENT  
REBUILT EQUIPMENT****At Bargain Prices**

Burns 2, 4 bag Jubilee Roasters.  
Burns Model 23R Thermo Roasters.  
Burns 5 bag Roasters, gas or coal fired.  
Burns #7,  $\frac{1}{2}$  bag Roaster Unit.  
1—National Scott, Auto. Scale Fillers.  
Hayssen Compak Adjustable Bag Making, Filling and Closing Machine.  
Coco Adjustable Cartoning Machine.  
Package Machinery Co. Model FA2 Wrapper with Electric Eye, Serial No. 24,505.  
Stokes and Smith G1, G2, G4, HG84 and HG88 Auger Fillers.  
Resina LC, Capem 1, 4 Hd. Cappers.  
Pony MX, ML, Ermold, World Labelers.  
Knapp, CRCO, Burt Wraparound Labelers.  
4—Fitzpatrick Stainless Steel Commuters.  
Mikro Pulverizers, all sizes.  
Day 50 to 4000 lbs. (S.S.) Mixers.  
*Write, Wire, Phone Collect For Full Details and Prices*

**UNION STANDARD EQUIPMENT CO**  
318-322 Lafayette St., New York 12, N. Y.

**BETTER COFFEE**

can be made in

**Clean Equipment**Write for a sample  
package of**COFFEE URN  
CLEANER**WALTER R. HANSEN  
P.O. Box 91, Elgin, Illinois

Learning the technique of coffee roasting is easy with a copy of The Coffee Man's Manual

\$2.50

Write to The Spice Mill  
106 Water Street

# Index to Advertisers

<i>Page</i>	
Abidjan Chamber of Commerce .....	4
Alexander, James A. ....	68
American Can Co. ....	15
American Coffee Corp. ....	18
American Duplex Co. ....	28
American President Lines .....	59
Anderson Clayton & Co. ....	22
Argentine State Line .....	41
Arkell & Smiths .....	1
 Balzac Bros. & Co., Inc. ....	69
Bendiks, Inc., H. L. C. ....	24
Bennett & Son, Wm. Hosmer .....	69
Bickford & Co., C. E. ....	Cover
Bott & Co., George P. ....	69
Brazilian Coffee Institute .....	12-13
Burns & Sons, Inc., Jabez .....	8
 Carter, Macy Co., Inc. ....	51
Classified Advertisements .....	72
Compania Salvadorena de Cafe ..	31
Continental Can Co. ....	6
 D'Antonio & Co., C. H. ....	70
Dexter & Sons, C. H. ....	Cover
Dobbeleer Co. ....	28
 Emigh Co., Inc., Weldon H. ....	62
Eppens, Smith Co., Inc. ....	29
 Fairchild & Bolte .....	26
Federacion Cafetalera de America ..	27
Fitzpatrick & Hoffman, Inc. ....	62
 Galindo & Co., Inc., A. ....	68
General Foods Corp. ....	24
Glasberg, S. A. ....	69
Grace & Co., W. R. ....	23
Gulf & South America S. S. Co. ....	37
Gump Co., B. F. ....	3
 Hall & Loudon .....	58
Hansen, Walter R. ....	72
Harrison Coffee Corp. ....	33
 Ireland, Inc., B. C. ....	66
Irwin-Harrisons-Whitney, Inc. ....	58
Israel & Bros., Leon .....	39
 Johnson & Co., E. A. ....	62
Junta de Exportacao do Cafe Colonial .....	2
 Lara & Sons, Inc., Leonidas .....	20
Lee Co., Wm. H. ....	69
Lloyd Brasileiro .....	37
 Mackey & Co., C. A. ....	25
Magdalinos, S. J. ....	28
McCauley & Co., Edw. P. ....	69
Mississippi Shipping Co., Inc. ....	36
Mooney & Son, Inc., H. Mills .....	30
Moore-McCormack Lines .....	34
 National Federation Coffee Growers of Colombia .....	Cover
Nestle Co., Inc., The .....	30
Nopal Line .....	38
 Pan American Coffee Bureau .....	17
Phyfe & Co., Inc., James W. ....	69
 Ransohoff Co., Inc., A. L. ....	69
Reamer, Turner & Co. ....	68
Reaud-Geck Corp. ....	68
Ruffner, McDowell & Burch, Inc. ....	10
 Schonbrunn & Co., Inc., S. A. ....	26
Silex Co. ....	32
Singhofen & Co., Ernest .....	69
Sol Cafe Manufacturing Corp. ....	Cover
Standard Brands Inc. ....	22
Sterwin Chemicals .....	64
Stockard & Co., Inc. ....	40
 Tandan Brothers .....	60
Tea Council .....	46, 47
Tea Pack Co. ....	57
Tetley Tea Co., Inc. ....	55
Thomson, Inc., Henry P. ....	56
Thurston & Braudich .....	66
Transportadora Grancolombiana Ltd. ....	41
Triangle Package Machinery Co. ....	5
 Ufinindo International Corp. ....	69
United Fruit Co. ....	38
U. S. Navigation .....	40
 Ward-Garcia Corp. ....	39
Wessel, Duval & Co., Inc. ....	69
 Zink & Triest Co. ....	64

**YOURS for the asking**

is a monthly "Reader Service" of Coffee & Tea Industries. The booklets listed on Page 7 of this issue contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

**"THE BOOK OF SAUCES"**

One of the most complete 1-volume collections ever devoted entirely to the art of preparing sauces. It treats this important subject in an interesting way. Also includes a short summary of many spices, herbs and flavorings. 128 pp., vest-pocket size.

**only \$2.00**

**Coffee & Tea Industries**  
106 Water St. New York 5, N. Y.

by  
**1960**

**INSTANT  
COFFEE**

**SALES**

*will pass*

**REGULAR  
COFFEE  
SALES**

**START 'YOUR BRAND' INSTANT COFFEE SALES NOW**

*write*

**SOL CAFÉ MANUFACTURING CORPORATION**

180-02 BRINKERHOFF AVENUE, JAMAICA 33, N. Y.



It is

# Carefully Guarded Know-How

that has made Dexter the largest  
supplier in the world of fine quality  
long fibered, porous papers for tea  
bags and coffee filters.

Since 1767



C. H. DEXTER & SONS, Inc. Windsor Locks, Conn.

**SPECIALTY PAPERS**